

Expo Milano 2015

OFFICIAL REPORT

ITALY'S
CHALLENGE FOR
AN INNOVATIVE
UNIVERSAL
EXPOSITION.



MILANO 2015

Expo Milano 2015 Official Report

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ITALY'S CHALLENGE FOR
AN **INNOVATIVE UNIVERSAL EXPOSITION**



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Maintenance Services
of the Universal Exposition

This report summarizes, for the benefit of the countries of the International Bureau of the Exposition, Italy's achievements after receiving the opportunity to host the 2015 Universal Exposition.

This is the story of the extraordinary adventure that began in 2006, on a theme of global significance: "Feeding the Planet, Energy for Life." This idea came to fruition through a unique, once-in-a-lifetime event experienced by over 21 million people from every corner of the globe. It built a global platform on the theme of nutrition, culminating in Italy's offer to the international community of the Milan Charter, in the same year that the United Nations adopted the "Sustainable Development Goals."

The story of Expo Milano 2015 is a best practice of how Italy and the Italian people, working as a team, can realize complex projects. It exemplifies the strength of the country system, and of the cooperation between the public and private sectors. Expo Milano 2015 represents the success story of an international European metropolis and region that is innovative and inclusive, but also the success story of Italy as a whole.

This volume tells the story of a journey that lasted almost one decade, travelled in the company of countries, institutions, international organizations, civil society and the private sector. It pays tribute to the thousands of people, Italian and foreign, whose hard work helped to create the magic of Expo Milano 2015. Among them are the men and women of Expo 2015 S.p.A., who for years made this adventure their daily priority.
Thank you.

**#OrgoglioItalia
#OrgoglioExpo**

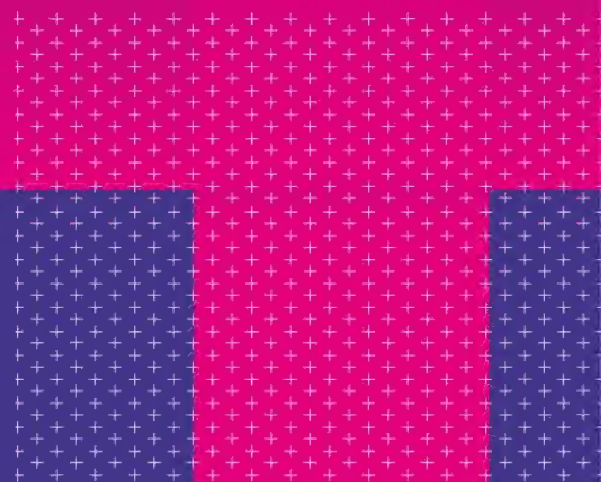
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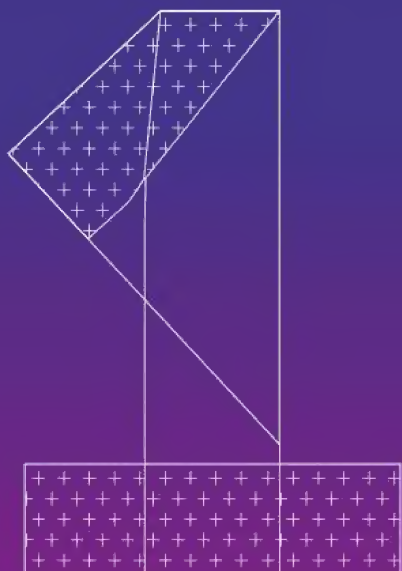
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THE ESSENCE OF EXPO



MILANO 2015





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CHAPTER 1

The Expo Experience in 15 Words

Twenty-one million people witnessed a varied, lively and vibrant world. Each of them encountered different cultures, reflected on the great challenges, and admired Italy at its best.

1.1**The “Expo Milano 2015” Method**

Italy's realities were brought together to create an open, thematically-focused Universal Exposition, designed to engage the visitor in an interactive experience, making it a truly contemporary event.



MILANO 2015

Ten years in six months. The forces of a country and of the world assembled in one place.

Anyone who experienced Expo Milano 2015 – visitors, volunteers, workers, and organizers alike – experienced the results of a shared commitment, the final product of a ten-year labor of love created by various Italian and international realities. On the Expo grounds, a small city arose out of nowhere, and for six months a country was able to express its talent at the national level and with the other participants by hosting a positive, large-scale, crowd-pleasing international event. The success of the Expo – in numbers and word-of-mouth – is the success of the country system.

Expo Milano 2015 was held in Italy from May 1 to October 31, 2015, in the framework of the "Universal Expositions" organized under the supervision of the Bureau International des Expositions (BIE), the international body responsible for this type of events. The various Universal Expositions today, heirs to a tradition born in the mid-nineteenth century, take place every five years. A theme is proposed to participating countries that will serve as the focus of the Expo and its exhibition spaces.

Italy started working on the Expo in 2006, initially as a host country candidate and later, starting from 2008, as the organizer. The goal was to put together a global event on nutrition and the challenges related to food consumption and production. The theme, "Feeding the Planet, Energy for Life," was an invitation to address a collective priority, in line with the United Nations' Millennium Development Goals, in a field that is fundamental to the Italian culture and economy.

Starting with the flexible format of a Universal Exposition, which different countries could interpret according to different models, Italy imagined a place for learning, international debate and entertainment at the gates of Milan. Every effort was dedicated to building it and enriching the experience of future visitors. Expo Milano 2015 was the end result of the decisions made during this almost ten-year journey – in the design, planning, and promotional stages, as well as through inter-agency relationships in Italy and abroad – up to the day-to-day job of getting everything ready by May 1. In looking back at this six-month period, one of the event's greatest legacies is the method by which Italy achieved its results.

> ALL HANDS ON DECK

To design its universal exposition, Italy drew on the participation of a broad array of partners.

Organizing a multi-faceted international event with its attendant difficulties required the cooperation of all the country's realities: government agencies and ministries, local government, the private sector, universities and research centers, and civil society, as well as spontaneous initiatives around the event offered on the part of individuals: volunteers, enthusiasts, and visitors.

Expo Milano 2015 was the work of a large team. Expo 2015 S.p.A., a company responsible for organizing and managing the event was created by the Ministry of Finance, the Municipality of Milan, the Lombardy Region, the Province of Milan, and the Chamber of Commerce of Milan. The Expo 2015 S.p.A. team was joined by various public sector stakeholders: schools and universities, the police, the Ministry of Foreign Affairs (through the international outreach of its diplomatic network), and the Ministry of Agriculture, which was assigned the job of overall coordination. Italy took the same approach in the design of its host country exhibition space, namely, the Italian Pavilion, which brought together local realities and regions, companies and associations, and other thematic areas – with a specific commitment to the promotion of young talents, hence the idea of

the Italian Nursery.

The decision to bring in the private sector and Italian civil society was crucial to the event's success. As partners, sponsors or promoters of initiatives, the enterprises and organizations participated extensively and helped to realize and contribute to the popularity of Expo Milano 2015, which was considered an opportunity for the country's development in every respect. A shared journey and successful experience of cooperation between the public and private sectors, which is needed now more than ever for the sustainable development of cities and regions.



A UNIVERSAL EXPOSITION AS OPEN AS POSSIBLE

For the many stakeholders, Expo Milano 2015 was a model open to everyone's contributions. The 139 official participants and 24 non official participants who took part in the Expo brought the event to life.

The participating countries were given the opportunity to share their perspectives on the theme from a front-line position, at the center of an international dialogue with multiple voices in which the United Nations played a strategic role.

The wish to actively involve the participants came well before the opening of the gates to the

of stakeholders, and building manager, trying to create a common framework to foster the freedom of each reality to propose experiences and contents in the tradition of the Universal Expositions. The activity of Expo 2015 S.p.A. was fundamental to activate the participation of each stakeholder. In the same way this inclusive philosophy characterized the contribution of the visitors and external realities that collaborated before, during or after the six-month exhibit period. Expo Milano 2015 was above all a popular event, deeply tied to the participation of a multitude of persons, groups, and initiatives.

The experience
and the numbers
of the event attest to the
country's decade-long
commitment

Expo grounds. Exchanges with the other countries, participants and partners took place following the various organizational stages, contributing to the idea of a listening Universal Exposition. In this respect, Expo 2015 S.p.A. played a role midway between orchestra conductor, dictating the main guidelines (and tempos) to a composite group



> **AN EVENT WITH AN ITALIAN TOUCH**

In its openness and pluralism, Expo Milano 2015 was committed to guaranteeing an experience characterized by a tangible local identity. Thanks to its openness to contributions from participants and visitors, this Universal Exposition was filled with an Italian spirit. The master plan of the Expo site already expressed the *Italian touch* through a series of innovative proposals for the landscape design and human scale of the site: shared open spaces, guidelines for

the architecture and events, the presence of nature, and a focus on sustainability all lent themselves to the selection of a general "tone of voice" that was later enhanced and made truly global through the work of the single participants. The selection of food as the common theme was the first strategic decision in this direction. The theme and role of food, concepts that are central to our culture and universal, guided the entire organization of the event as a unifying element that pervaded the whole experience.



AN INVESTMENT FOR AND IN ITALY



During a period of overall financial hardship, Expo Milano 2015 proposed a grand cultural and human experience on a theme that is fundamental to the Italian system: food, an industry in which the country has historically had a leading role and was now given the opportunity to increase its global influence.

Italy chose to address the financial crisis by showing itself to the world: opening itself up, inviting people in, focusing on food and its values. Showing the international public the riches of a society and the abilities of our institutions, enterprises and associations, the Universal Exposition was also an investment into the "Italy brand" and the resources of its territories and businesses –through a public effort that was immediately rewarded in the form of the foreign and private resources

attracted. In other words, an investment with a long-term vision that mobilized energies and stimulated the country's productivity from the preparation stage onwards.

A great event at contained costs. Staging Expo Milano 2015 cost a total of 3.2 billion euros, which includes all of the operations need to prepare and organize the various aspects of the event as well as initiatives promoted by

countries and other participants, partners or sponsors. Of this total figure, the Italian government offices allocated 1.2 billion euros to Expo 2015 S.p.A., while 944 million was received through operating revenue (monies received from sponsors or through ticket sales, for example) reinvested in the organization. The remaining amount includes direct investments of about one billion euros from various participants. Financial

Total cost of Expo Milano 2015

3.271

Billion €
Breakdown

Expo Milano 2015 data

In detail

1.252

Billion €

**PUBLIC
CONTRIBUTIONS**

944

Billion €

**REINVESTED
OPERATIONAL REVENUE**

1.075

Billion €

**INVESTMENTS
BY PARTICIPANTS**

investments from other realities was fundamental to the quality of the event. Since 350 million euros was raised through sponsorships (included in operating revenue), the Universal Exposition received over one third of its financing from other countries or private investors: this ability to attract interest allowed a considerable expansion of the available budget and the organization of a content-rich experience. For an event of this kind, Italian government financing was limited to about one third of the total costs, demonstrating once more the need for cooperation between the public and private sectors.

Compared to other large international events, the organization not only stayed within the estimated budget during registration (an estimated 1.486 million euros), but it was also able to optimize costs by saving 15% on the initial estimates – without downscaling the quality of the event. All the more remarkable by comparison to a previous large event in Europe, the 2012 London Olympic Games, which, according to a study of the Saïd Business School of the University of Oxford, went 76% over its original estimate.

The first outcomes: linked businesses and attractions. The results of the effort are already clear. Together with a rich intangible legacy, Expo Milano 2015 generated and will generate in the next few years a positive financial impact due to the direct and indirect effect of the event on the city and the country. The SDA Bocconi School of Management has calculated the total revenue from linked activities during the period from the preparation

Optimizing expenditures and involving the countries and the private sector led to lower costs than in the initial budget



stage to post-Expo: from 2012 to 2020 it estimates an increase in production by 31.6 billion euros, equal to 1% of the national production, and an added value (corresponding to the GDP generated by the event) of 13.9 billion euros. In 2015 alone the added value of the event amounted to 4.1 billion, equal to 0.25% of Italy's total GDP for the year.

These assessments exceed the calculations published in 2013 thanks to the larger number of visitors, the greater investments by participating countries, and the business potential generated by the event and the greater tourist appeal.

Macroeconomic indicators do not give the full picture. Expo Milano 2015 boosted the agrofood sector, tourism and the country's international dimension. Italian food exports grew by 18% (Confagricoltura datum), and increased attention is being paid to Italian food culture and cuisine. With almost one third of visitors coming from abroad and more than 250 high level foreign delegations, Expo Milano 2015 helped consolidate Italy's global positioning in fundamental development industries. For Milan in particular it was not simply an isolated peak in its visibility but rather an opportunity to further prove itself as an international destination for food, tourism, the creative industry and fashion. In 2016, there was even an uptick in the number of visitors to the city by comparison to the year of the event (for a total of 5.6 million people).

Expo Milano 2015 put Italian excellences on display for the world and accelerated Italy's development processes. The financial impact of the "post-

event" – an estimated 17.7 billion euros according to SDA Bocconi – consists for the most part in the increased tourism to Italy and the ten thousand enterprises in various fields created around the event. The overall value of Expo Milano 2015 has to be measured in terms of the overall cultural impact of the investment: a positive experience for individuals that came to involve millions of Italians – and especially an

estimated 2 billion students – in an encounter and acquaintance with our development prospects. The social value of the event is demonstrated by the Milan Charter, which was submitted to the United Nations. With one and a half million signatories, the Charter is the main legacy of Expo Milano 2015 on the future of nutrition. It is also a tangible sign of the public's active and conscious participation.

Linked activities Expo Milano 2015 (2012-2020)

SDA Bocconi research
(12/31/2015 monitoring)

31.6

Billion €

ADDITIONAL
PRODUCTION

13.9

Billion €

ADDED VALUE
("GDP EVENT")

242.2

Billion €

EQUIVALENT WORK
UNITS PER ANNUM

Economy, tourism, culture:
the impact on Italy's role
and openness towards
the world



Watch the video of the
184 days of Expo Milano 2015:
goo.gl/yqXTqE

Based on these principles, Italy enabled a venture that many had considered unattainable even in the months leading up to the Expo. The total number of visitors at the end of the event surpassed 21 million people, a third of whom came from abroad. Tasked with organizing a highly-complex event, the Expo Milano 2015 method proved effective, becoming a best practice for Italy in terms of institutional cooperation and foreign relationships, management capacity, and public works. Italy's Universal Exposition aimed to be *incisive* by contributing significant innovation and *inclusive* by freely welcoming the initiatives of the numerous realities involved in the project.

The fact that the participants and other stakeholders were involved in the organization of the Expo and its visibility helped to foster investments in the event and thereby upgrade the overall quality of the experience. The idea of a shared World Avenue, on which the pavilions of the countries are welcomed with equal dignity, and the creation of thematic clusters, are just two examples of the prominent role given to the countries. International, Italian and local companies and organizations were able to be present at the Expo in different forms or be involved in its internal operations, which enriched the Expo's contents by levelling the relationship between the public and private sectors and the civil society.



At the same time Expo Milano 2015 was able to assure the cohesiveness of the event. In every space the visitor could appreciate a common thread through the different cultures and languages: the theme in its various expressions.

In this sense Italy proposed a new and modern interpretation of what a universal exposition can be. For Expo Milano 2015 the theme became the guiding value and fundamental reference for the event and its attendees. On the one hand it was a "traditional" world Expo, faithful to the educational value of historic Expos: the focus on good, healthy, satisfactory and sustainable nutrition generated a necessary, interesting and in-depth dialogue. On the other, it was an "innovative" exposition, designed to offer the international community a new type of entertainment: thematic, sustainable, technological and visitor-centered. The focus on the public, the interactive experience, and the theme were the main organizational principles.

The Visitor at the center of the experience. The persistent goal of Expo 2015 S.p.A.'s and participants was to engage the future visitors.

Designed to welcome millions of people, Expo Milano 2015 focused from the start on the individual visitor – whether a child, youth, adult, senior, or a tourist, alone or with family members – would bring back home from the experience. Rather than offer the public a monumental representation of the theme and the countries participating, the organizers created a landscape of ideas and

activities to explore, each to his or her own interests, and to contribute to at various levels: a journey of *engagement* and *edutainment* that started well before the event, from the moment of Italy's candidature, with hundreds of practical initiatives to discuss the value of food and the future of nutrition. Expo Milano 2015 was an opportunity for a collective development of the theme and an exchange of traditions, partnerships, communication and sharing, highlighting a cultural and culinary heritage, a legacy of which Italians are proud and that they made available to the public and the participants.

On the Expo ground the visitors were involved in active discovery, education and entertainment. Through a sensory and physical encounter with the theme, Expo Milano 2015 transformed their presence into an opportunity for sparking their interest, in-depth analysis, learning, and awareness. In an era of digital information, it reacquainted the visitors with the value of a firsthand experience. Once they crossed the gates, the public was welcomed by a polyphony of voices, to which it could add its own, and feel the emotions of the whole world in a million square meters.

» AN OVERLOOK ON THE EXHIBITION SITE

Expo Milano 2015

Theme:
**Feeding the Planet,
Energy for Life**

May 1 - October 31, 2015



10AM* - 11PM

opening time
(Sat-Sun 10am-12pm)

*timetable then
anticipated due to the
large amount of public

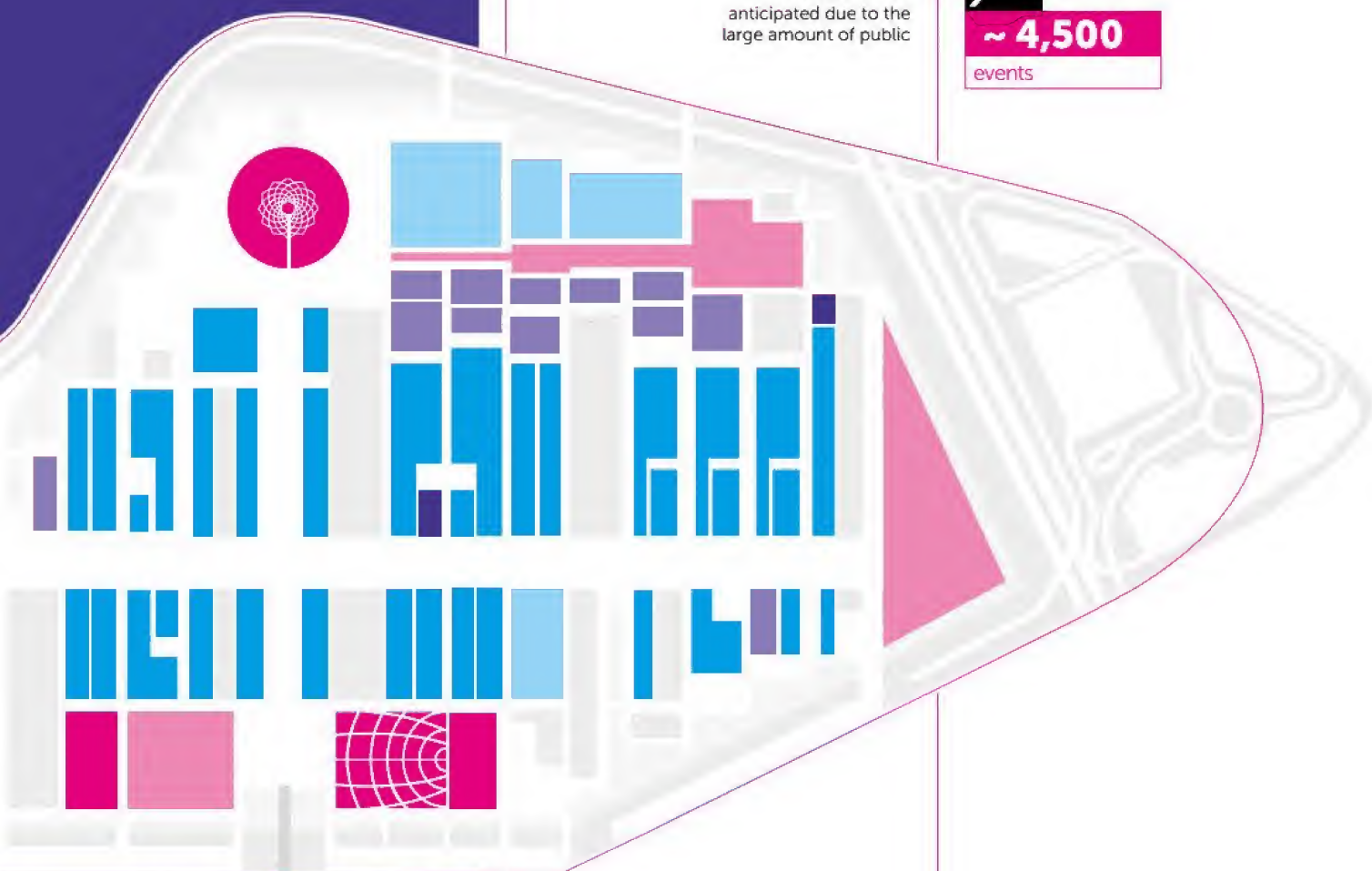
184

days



~ 4,500

events



- Self-Built Pavilions
- Thematic Clusters
- Event Areas
- Thematic Areas
- Civil Society
- Companies

15 Words, a Unique Experience





1.2

1

Wonder

May 1, 2015. After the first visitors crossed the threshold, they made their way toward the main path, stimulated by curiosity and drawn to the row of wide white sails.

One more step and from beneath the sails of World Avenue a new perspective opens up: before the visitors eyes appears an array of different-shaped creations, the pavilions, in a city that had

existed only in pictures until the day before. Diverse, vital, colored. Astonishing.

A frenzied worksite until a few hours before has now opened up to the world. The visitors venture on to the Expo site and discover its abundance – some with a specific destination in mind, others wandering around freely. On the wide path of the Decumanus, which divides the entire space like a map of a Latin *castrum*, a series of flags fly over the pavilions built by the many countries and other participants. On the Cardo, dominated by the Italy Pavilion, the many faces and places of Italy tell their

story. Scattered throughout the area, nine group pavilions unite countries of different regions around a single piazza: these are the thematic clusters, each dedicated to a part of the food production chain or a shared identity. Green spaces, relax areas and entertainment spots pop up everywhere from the basin of the Lake Arena to the field of the San Carlo Open Air Theatre, from the undulating roof of the Expo Centre to the slope of the Mediterranean Hill at the four corners. A sense of charm and amazement come spontaneously: before the buildings and gardens, inside the exhibits and at the

panels. Many start their visit with the Pavilion Zero and its scenic tour of how the humankind has transformed the planet to ensure nourishment. In the other thematic areas visitors can go shopping in the supermarket of the future (the Future Food District), or they can discover Italian environmental and agricultural excellences at the Biodiversity Park. The younger set can enjoy games and educational activities at the Children's Park, along the canals that surround the whole area. Like every city, Expo Milano 2015 has its own residents. The volunteers act as guides for families and student groups, while the staff of the various participants welcome the visitors to their spaces. An army of cooks and chefs lends substance to the food theme. Musicians, performers and speakers from every country alternate on the stages of the pavilions or in the events areas, forming a rich "Expo community" that invites the public into a thought-provoking celebration. Activities and shows unfold everywhere you look. The

many participating NGOs hold get-togethers in the Cascina Triulza courtyard, an ancient construction reborn as a civil society center. The participating companies foster a global conversation in their locations. The sunset renews the sense of wonder. The lights are reflected in the shiny surfaces of the undulating roofs, grooves, and geometric motifs of the pavilions. The daytime visitors are joined by the Expo by Night crowd,

> To learn about all the attractions of the Expo site, see **Chapter 8**

which flows in at 7:00 p.m. for having aperitivo and dinner, enjoying the night shows, or strolling beside the Decumanus-World Avenue attractions. For those promenading on the Cardo it is impossible not to stop and be transported, eyes wide open and smartphone in hand, by the majestic play of colors, water works, and musical soundtrack that fills the exhibition site at night: the Tree of Life, a monument sponsored by the Italy Pavilion, is symbol and synthesis of Italian creativity, innovation, and practical and technological know-how at the heart of the country's identity.

Expo Milano 2015 offered the millions of visitors who arrived in the city a unique human and natural scenario. It preferred the spaciousness of a living open landscape to single monumental structures, *quality* over the *quantity* of sight, taste, touch stimuli. The visitors encountered not a series of works but rather a landscape, a field of ideas in which to gather ideas or make their own contributions, in association with a single unifying theme.





2

Knowledge

Within the polyphony of the Universal Exposition, the visitors had first and foremost a direct experience of an issue that is fundamental to our common development, expressed through the general theme "Feeding the Planet, Energy for Life."

The theme and its variations served as a unifying element for the various components of the event, from the master plan to the internal exhibits, for a moment of popularization, consciousness-raising and dialogue on nutrition. In the thematic areas and the participant pavilions the visitors could learn the culinary traditions of the various cultures and reflect on the many answers to the main question raised by Expo Milano 2015: is it possible to guarantee good, healthy, satisfactory and sustainable nutrition for the entire world?

Starting with a dedicated

guidebook that took on a special value in this edition of the Universal expositions, Expo 2015 S.p.A. worked with the participants to assure that the contributions of each was closely related to the general theme. Each participant could share questions, projects or technologies, local testimonials, best practices, and therefore examine in depth with the public the many aspects of the general theme: the production and consumption of food, and the way they impact the climate, the environment and enterprises through the economy, resource

management, energy, policies. Along with nutritional education, innovation, and the safeguarding of biodiversity, the commitment to a sustainable future was one of the fundamental values of the event, already announced in the title: not only to feed oneself but "To Feed the Planet," so that it may continue to feed us.

Among the official participants, the United Nations confirmed the cross-cutting nature of the theme, opting to propose not a pavilion of its own but rather a widespread across-the-board presence on the Expo site, to



communicate the goals and orientations of the "Zero Hunger Challenge."

Nutrition had a pervasive and engaging presence on the Expo site, in different languages and forms. The people actively participated in a vast *edutainment* laboratory on food and the environment, that combined the educational value provided by the BIE with the need for a fun event, and before a mixed public. The experience was particularly valuable for two million students of various ages who joined the Expo 2015 School Project and visited the Universal Exhibition at the end of a specific educational programme. The youngest were the natural audience of the Expo and its call for greater awareness. For them the visit was an irreplaceable moment of sensorial and physical knowledge, generating curiosity, openness, and knowledge, in a digital revolution context.

For everyone food was education. By trying different cuisines, discovering ingredients and traditions from every corner of the earth, people explored other horizons and traditions. The Italian people discovered the best of their own country's culinary identity and took pride in their deep cultural heritage that was being presented to the whole world for six months.

Expo Milano 2015 was today's global event on nutrition, in the popular as well as the political and scientific dimensions of the debate. During the long preparatory stage as well as during the six months of the Expo, the event launched research programs and events to pool skills and generate new knowledge on many aspects of the theme. The right to food, the role of women, new measures for the food industry: activities involving experts, universities and organizations to create networks and collections of virtuous examples for the future, culminating in the Italian Government's commitment through the drafting and circulation of the Milan Charter.

> To examine in depth the Topic and the numerous related initiatives, see **Chapter 3**

THE PART



PARTICIPANTS

TURKEY
TURKMENISTAN
UNITED ARAB EMIRATES
UNITED KINGDOM
UNITED STATES OF AMERICA
URUGUAY
VIETNAM

RICE CLUSTER
BANGLADESH
CAMBODIA
LAOS
MYANMAR
SIERRA LEONE

COCOA AND CHOCOLATE CLUSTER
CAMEROON
CÔTE D'IVOIRE
CUBA
GABON
GHANA
SAO TOMÉ AND PRINCEPE

COFFEE CLUSTER
BURUNDI
DOMINICAN REPUBLIC
EL SALVADOR
ETHIOPIA
GUATEMALA
KENYA
RWANDA
TIMOR-LESTE
UGANDA
YEMEN

FRUIT AND LEGUMES CLUSTER
BENIN
DEMOCRATIC REPUBLIC OF THE CONGO
EQUATORIAL GUINEA
GAMBIA
GUINEA
KYRGYZSTAN
SRI LANKA
UZBEKISTAN
ZAMBIA

SPICES CLUSTER
AFGHANISTAN

ISLAND, SEA AND FOOD CLUSTER
BARBADOS
BELIZE
CARIBBEAN COMMUNITY (CARICOM)
CABO VERDE
COMOROS
DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA
DOMINICA
GUINEA-BISSAU
GUYANA
MADAGASCAR
MALDIVES
ST. LUCIA
ST. VINCENT AND THE GRENADINES

BIO-MEDITERRANEUM CLUSTER
ALBANIA
ALGERIA
EGYPT
GREECE
LEBANON
MALTA
MONTENEGRO
SAN MARINO
SERBIA
TUNISIA

CEREALS AND TUBERS CLUSTER
BOLIVIA
HAITI
MOZAMBIQUE
TOGO
VENEZUELA
ZIMBABWE

BRUNEI DARUSSALAM
KIRIBATI
MARSHALL ISLANDS
NAURU
PACIFIC ISLANDS FORUM (PIF)
PAPUA NEW GUINEA
SAMOA
TANZANIA
TONGA
TUVALU
VANUATU



3

Travel Meeting

4

etina

Experiencing a city brought to life by a multitude of countries is a unique experience offered by a Universal Exposition.

For one and a half kilometers people were able to enjoy a virtual tour of 134 countries and five international organizations. The countries represented the diversity of the world's population at its best, by realizing the vision of a global assembly. The reason for the international

interest was once again the theme. As a symbol of cultural identity, a universal language and the origin of development, food is the element that unites populations, in an ongoing exchange and point of contact, fostering peaceful coexistence: "food is life," as the slogan goes. On a theme of direct interest, the participants generously brought to Milan their traditions and ideas on the future, sparking the multicultural debate that a Universal Exposition seeks to foster. The energy of the thematic clusters, the collective spaces in which distant countries lived together as "neighbors," is

the best example of pluralistic dialogue on the Expo site. From one end of the World Avenue to the other, the visitors discovered the customs and landscapes of countries near and far, learned new stories and solutions, and had encounters that would otherwise have been impossible. For six months they were able to cross borders and change languages in just a few steps – in fact a "world tour in 184 days." Many carried a passport, just as you do when you travel: the Expo Milano 2015 passport, a *must* among the official souvenirs of the Universal Expositions since Expo 67 in

eeing ravel

Montreal – in which they could keep track of their itinerary, stamp by stamp.

For Italy and its participants, it was a six-month period of relations at the highest level. The diplomatic and business activities that had been prepared in prior years took place on the Expo site, with events attended by foreign delegations and Heads of State or Government almost every day. From the opening ceremony to the final celebrations, the Expo Milano 2015 calendar was filled with conferences, forums, and multilateral events with high-level officials from all over the world, and featured the celebration of a series of national holidays. For their national festivities the participating countries held parades on the Decumanus to the rhythm of traditional dances and music, without barriers between the official groups and the public, also by involving the relevant immigrant communities in Italy in the activities.

The dialogue continued at the Expo Village, the complex at the gates of the Expo site that housed the event's international staff: not only an accommodation facility, but rather a location

designed for the discussion and sharing of ideas inside a genuine multicultural community.

Italy believed in openness to every reality present. It opened the gates of its Expo and the doors of the Italy Pavilion to all countries, and hosted an event of genuine peaceful coexistence and cooperation. International non-governmental organizations, associations, and large international corporations of different kinds took part in the conversation. The value of Expo Milano 2015 went beyond the borders of the Expo site: it was an internationally significant opportunity for communication, and for its impact on Italy and Milan. By the end of the six-month period, in the "city holding the world inside" – another slogan – more than 21 million visitors had arrived from abroad.

> To examine in depth the international presence and the exchange among countries, see **Chapter 2**





→ Angola



→ Argentina



→ Austria



→ Azerbaijan



→ Bahrain



→ Belgium



→ Ecuador



→ Estonia



→ European Union



→ France



→ Germany



→ Holy See



→ Japan



→ Kazakhstan



→ Kuwait



→ Lithuania



→ Malaysia



→ Mexico



→ Poland



→ Qatar



→ Romania



→ Russia



→ Slovakia



→ Slovenia



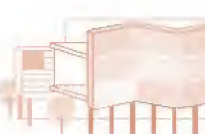
→ Turkmenistan

→ United Arab
Emirates

→ United Kingdom



→ United Nations



→ United States



→ Uruguay

→ Fruits
and legumes→ Islands,
sea and food

→ Rice



→ Spices



→ WAA



→ Caritas



→ Alitalia Etihad

→ Bottega
Birra Moretti

→ Casa Algida

→ China Corp.
United Pavilion

→ Coca-Cola

→ Corriere
della sera

→ Franciacorta

→ Branch Intesa
Sanpaolo

→ Intesa Sanpaolo



→ Kinder + Sport

→ Lindt - Distretti
Cioccolato

→ McDonald's





5

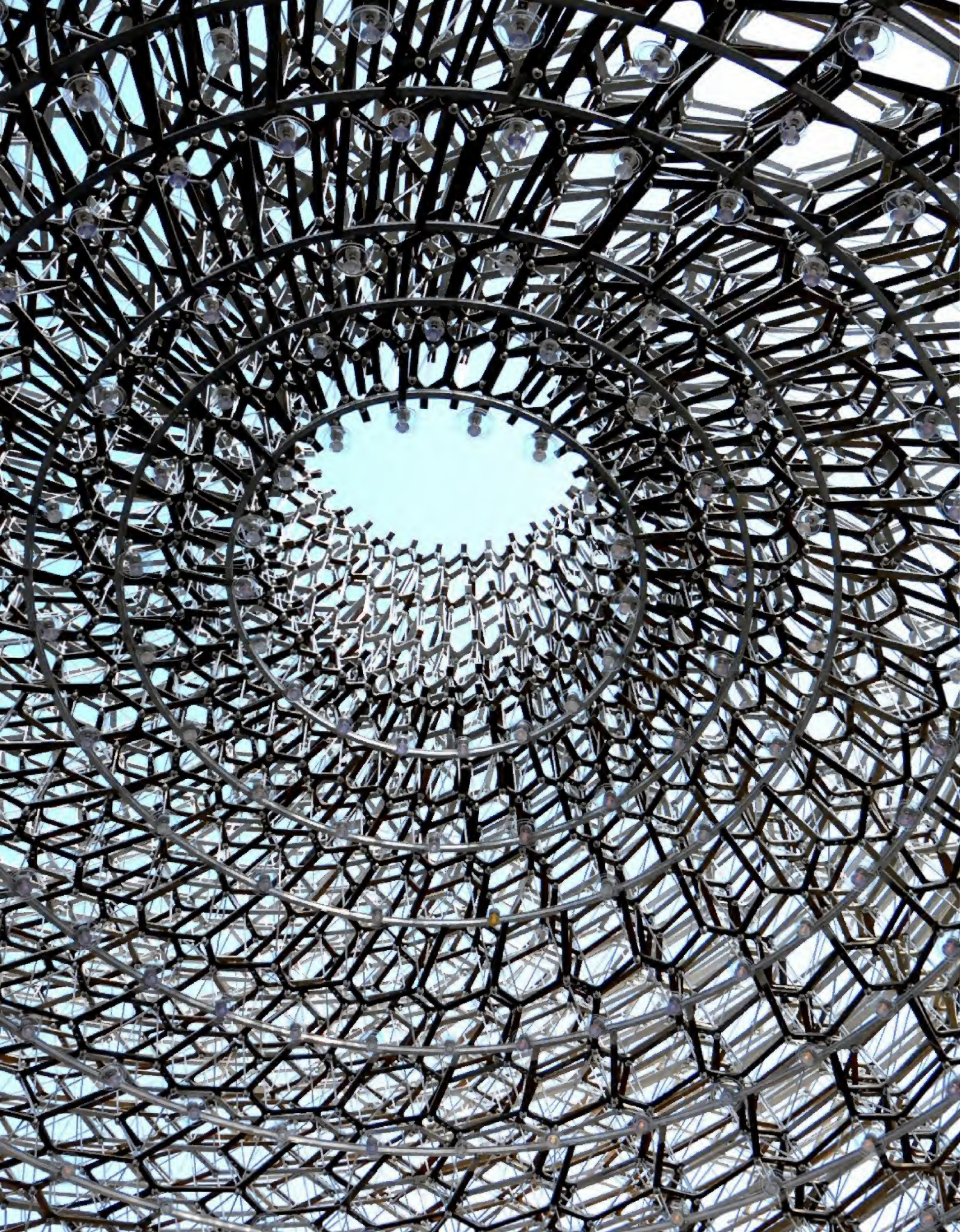
Experiment

For the public, Expo Milano 2015 was also a space of inventiveness and innovation. In the various pavilions the visitors learned about new food production techniques and management methods, and they were able to assess the countries' progress in different fields.

Every visitor experienced firsthand the impact of the new technologies through the activities at the Expo and the architectural spaces created by the many participants: a kaleidoscopic display of the many technologies available today to communicate with and engage the visitor by integrating physical space, performance and digital languages. In exploring the Expo site, people crossed multimedia environments,

watched entertaining videos, and interacted with installations. The new communication technologies, and the different forms of participation available, were an important element of Expo. But experimenting also meant rediscovering traditional practices, in agriculture, craftsmanship, food preparation, and the unlimited variety of different ecosystems. The overall sense of vitality and discovery also stemmed from

some big changes, innovations over the format of past editions, introduced by Expo 2015 S.p.A.. Starting with the original design: the proposal for the Expo site included a special World Avenue on which all the pavilions built by the participants would be located without distinction. In order to place everyone's participation on an equal level, and convey this value to the future visitor, Expo Milano 2015 created the formula of the thematic cluster, spaces



shared by multiple countries, united not by geographical criteria (like traditional joint pavilions) but by an identity or a moment in the production chain. The participants, who cooperated closely on these innovations, were invited to contribute their vision already at the conceptual stage, on the basis of a broader vision of the whole.

Providing a dedicated space for civil society and its activities is another innovation for which this Expo will be remembered.

With Expo Milano 2015 Italy proposed an intensely original experience, an experiment, based on the connection between familiar objects and innovation, simple ideas and sophisticated

systems. The event's partners played an important role in enriching the Expo site through technology. Also thanks to them Expo 2015 S.p.A. was able to offer general services through a digital infrastructure that was active during the six-month period, and to propose specific experiences, such as shopping through interactive monitors, tracking systems and robots.

There was another less obvious technological dimension that was fundamental to the administration of the event and the area. Expo Milano 2015 proved to be an ideal test case for a Smart City, in which the different parties involved in the administration and organization used a common system and language. All the information – from safety to visitor information to the Expo site's basic operations – was coordinated through digital networks and environments specially designed to allow the information systems to communicate directly with each other and guarantee a more effective reading of the whole system, according to a futuristic safety management model.

> [For Expo Milano 2015's thematic innovations, see **Chapter 3**](#)

> [For the technologies on the Expo site, see **Chapter 8**](#)

6

Taste

Expo Milano 2015, the largest restaurant in the world. Not only a huge culinary showcase or gallery, but an enormous table to discover and sample a wide variety of ingredients, cooking methods, and recipes both unknown and familiar. Cuisine was the delight that translated the theme into an everyday reality.

Taste

The *food experience* was an event within the event, one of the top draws of the Expo, and a reason why people kept coming back – even during Expo by Night, another distinctive characteristic of this edition. Many participants based their proposals and staked their success on their culinary offerings, whether through traditional restaurants and tastings or through *street food*. Where else could a person taste food from so many different regions? Combine sophisticated cuisine and wine with *fast food*? Compare different uses of the same ingredients? The countries invested considerable effort into the quality and assortment of food, with both rarities and typical

products, and often had a variety of restaurants, shops, and cafes. With so much diversity, word of mouth spread quickly that there was an embarrassment of riches. Long lines formed outside the pavilions with the most exotic or beloved specialties, such as the crocodile hamburger or Japanese kaiseki cuisine. From the splendid terraces on which to try a different coffee each morning, or have a drink at sunset, the tour continued on to the piazzas in the thematic clusters, where the visitor could discover similarities and differences between the diets of the many countries, in a swirl of aromas, flavors and colors from every corner of the world. More than 150 restaurants and thousands of tastings brought to life a huge feast of the culinary

biodiversity of all humankind. Italy played a fundamental role. Together with the typical products of the participants, Expo Milano 2015 envisioned the widest possible variety of foods: in the "Identità Golose" spaces great chefs alternated in the kitchen, while foreign (and domestic) visitors were able to sample the immense variety of the Italian regions in the spaces of the Italy Pavilion or at the 20 regional restaurants sponsored by Eataly.

The public could choose from gourmet kiosks, *mass market* shops, and food trucks scattered throughout the Expo site, as well as the educational "village," with

its Slow Food vegetable garden and Coop supermarket of the future, one of the thematic areas together with the Biodiversity Park.

Food also had a diplomatic value for Italy. Inside its pavilion, thanks to the culinary expertise of the Peck restaurant, Italy was able to invite foreign leaders and official delegations to sample its cuisine and specialties.

Nutritional education was one of the most direct messages of the Expo. Food tasting enhanced the event's appeal to the visitor's curiosity and awareness raising. From the very start, during the preparatory stages, the organizers invited millions of people

to reflect on everyday food consumption, its impact on the environment, and the meaning of healthy nutrition for us and the Planet.

In a country where the food industry is central, Expo Milano 2015 provided the tools to engage in a debate and a commitment – through new initiatives, such as the Food Act – on how to safeguard Italian cuisine and what agreements should govern the food sector's policies. The collection of leftover food from the Expo site and its distribution to communities in need was a best practice with a distinct human and financial value.

> To examine in depth
the food experience,
see **Chapter 10**



ultitude

Multitude

Multitu

ultitude

Mul

7

Multitude

As seen from above, the crowd at the gates and along the paths was impressive: an average of over 110 thousand visitors per day, and more than 250 thousand in peak period, in addition to the organizers, volunteers, and staff of the various participants. A multitude that came alive through a variety of stimuli.

A Universal Exposition is not a television show like the Olympics or the World Cup. It was a "celebration with 7 million guests": to see the event, one had to participate and experience it in person.

Those who did found a universal experience that could satisfy audiences with even the most different interests.

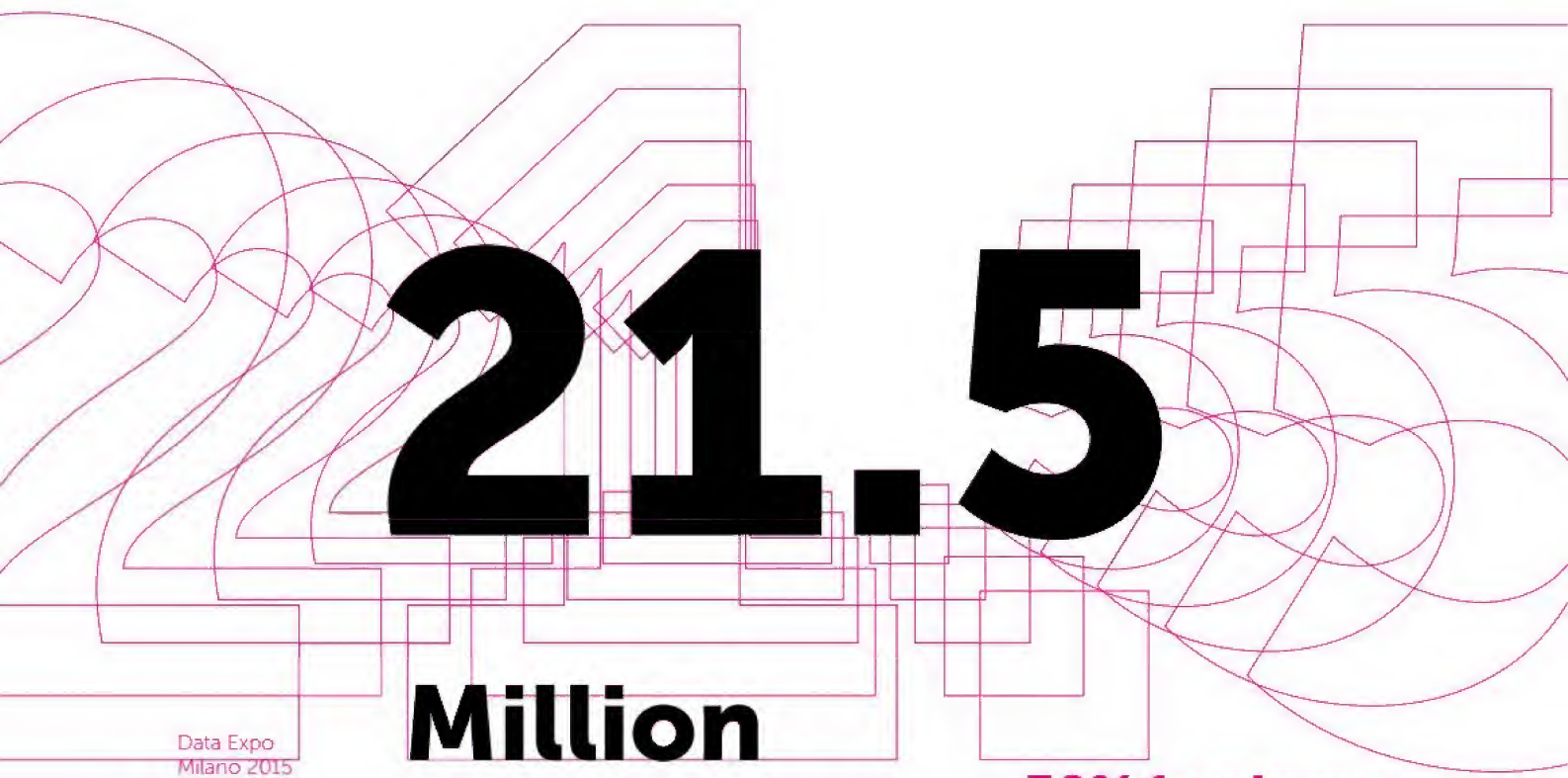
In this sense, *Expo* belonged to everyone: young people, adults, children, families, tourist groups, theme experts, professionals,

men and women. In a space that was designed for maximum accessibility, with special attention to the needs of the disabled, the generous flow of people grew by the day, thanks to word of mouth and the increased attention to the event. From August onward it exploded. More than any other factor, the participation of the people is what crowned the success of Expo Milano 2015, and of the City of Milan, as the *place to be*. One initiative that further favored

the visits was the opportunity to visit the exhibition site in the evening hours, starting from 7:00 p.m., at the reduced admission fee of five euros. The turnout for Expo by Night was much greater than expected, making it an additional chore, though a pleasant one, to get the crowd to leave on time. One important element of the general success, and an innovation of the Universal Exposition model, is the central role played by young people, and not only as visitors. Among the



A TRANSVERSAL AND SATISFIED AUDIENCE



21.5

Million of Visitors

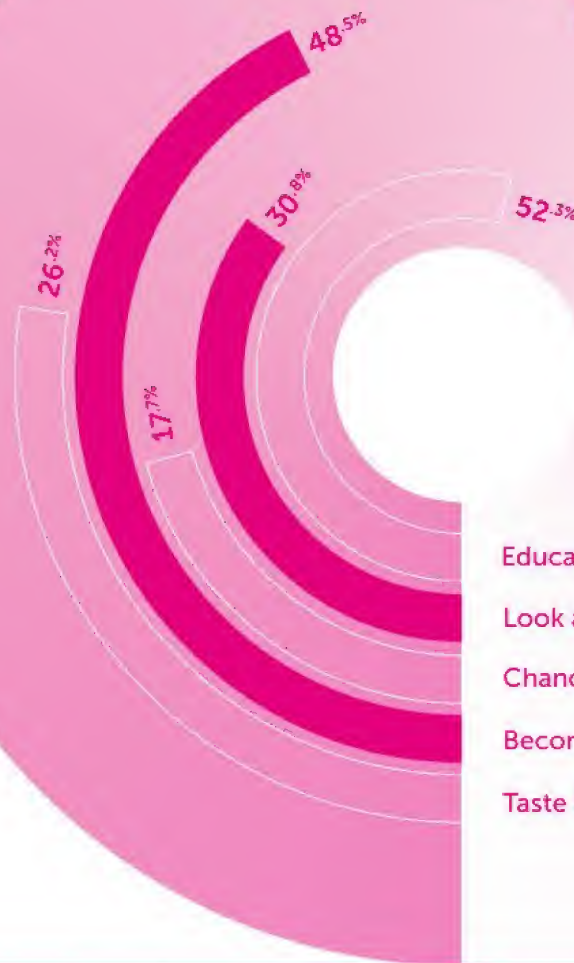
30% foreigner

Data Expo
Milano 2015

> To become familiar with
the volunteers and the Expo People
community, see **Chapter 3**

Expectation

Research GfK
Eurisko (7/2/2015)



Educational experience

Look at tomorrow's world

Chance of entertainment

Become familiar with other cultures

Taste food from all over the world

over 15 thousand people working at the pavilions and at Expo 2015 S.p.A., the average age was low, with many prominent positions assigned to thirty- and forty year-olds – an exception in Italy. The event offered activities and initiatives aimed at young people, especially as field operators and volunteers, the active force deployed throughout the Expo site. Start-ups, associations, artists, researchers, and designers worked together on the many programs related to the Expo before or during the six-month period.

For an event with a pronounced

social dimension, their participation proved to be a winning combination: the young people were the first to appropriate the event and communicate its messages to their own and other generations. It was obvious that word of mouth on social media was started and circulated by the *millennials*, creating an "Expo Generation" that was interested in experiencing and sharing the Universal Exposition experience – starting with the two million students who participated in the School Project.

Expo Milano 2015 will be

remembered as an event made up of the people, by the people, and for the people. Men and women welcomed the visitors at the entrance, helped the students, and gave life to the spaces and events of the participants. Over the six-month period of the Expo, almost 6,000 volunteers contributed their forces. In the millions the active public also lent its energy, with the same will to be there: they were the huge population of curious people, the *Expo People*, who enlivened – with enthusiasm and the wish to share – a giant meeting of the people.





Approval index



57 Net Promoter Score*

*Network Promoter Score
GfK Eurisko Research
(7/2/2015)

Engager

Engagem

Engagem

8

Engagement

In a sporting event there is a clear distinction between athletes and spectators. If the meeting is a gigantic shared table and field of discovery, everyone is actively engaged. For this reason involving the Visitors was fundamental to Expo Milano 2015.

The Italian Universal Exposition proved that collective events today cannot exist without a strong and systematic participation by the attendees. Expo Milano 2015 openly announced its popular spirit, beyond distinctions between "high" and "low" contents through an experience of genuine *edutainment* and information sharing: an experience in which even the most complex and sophisticated themes found

languages and methods that helped everyone to appreciate their value. Interaction, entertainment, and performance were strategies shared in the activities and staging of this *pop event*. Food is by nature a stimulating subject, an immediate pleasure: the Gelato Feast, the Bread Feast, and the creation of the longest pizza in the world were moments that were extraordinarily popular with both the general public and

the participants. Foody, the official mascot inspired the same positive feeling in the little ones (and the not so little). Fairytale creatures, namely eleven characters resembling fruits and vegetables – like in a painting by Arcimboldo – told the story of Expo Milano 2015 in the schools, promoting its contents in a cheerful and light-hearted way. The entertainment tied to the events had a huge impact.



- v For the mascot and communication, see **Chapter 6**
- v For the six-month schedule of events, see **Chapter 9**
- v For the impact of the event on Milan, see **Chapter 4**

Countries and participants, partners, organizations, and sponsors filled the vast "open stage" day and night. National parades, the company contests, samplings and *cooking shows*, the acrobatics of the Cirque du Soleil for ALLAVITA!, the unprecedented show produced for the event: the series was extraordinary for the wide variety of options and the "short circuit" generated by merging them. Each pavilion proposed its own program, with the same freedom and coherence to the theme that went into designing the pavilion's architecture and contents. Overall, Expo Milano 2015 proposed 3,000 different events, including nutrition initiatives,

official ceremonies (more than 15 per day), 1,000 concerts or *leisure* activities, cultural performances and about 500 initiatives dedicated to children.

This vast surge of energy spread to the city and the region. Before, during and after the six-month period, the Expo revved up the dynamism of many realities in Lombardy and all of Italy – cultural, social, and productive – that seized this opportunity for visibility and transformation. For the city of Milan, it was a long spring season: 46 thousand different events in six months were on the calendar for Expo in the City. All the stakeholders performed according to the highest standards of their craft, creating a virtuous mechanism and consolidating Milan's image in food, lifestyle, design, and architecture.

One year before its opening, the Universal Exposition already had a presence in the center of the city: Expo Gate, the information point and space for events and meetings in front of the Sforza Castle. On April 8, 2015, it opened the Arts & Food exhibit, a collection of works on food rituals hosted by the Milan Triennale, the only thematic area outside the Expo site but for all intents and purposes an integral part of Expo Milano 2015.

9

Sharing

In surfing social media sites during the six months of Expo, it was impossible not to come across images of the Cardo, the Decumanus, or the various pavilions.

Expo Milano 2015 was the first fully *social* Expo. As such, it relied on the web and new media to tell an important part of its story.

Sharing

When they found themselves before a space of creativity and attractions, everyone took the opportunity to comment, publish, take pictures and have their pictures taken, and tell their stories of the Expo from countless perspectives. For the extended community of the Expo People, the smartphone was the easiest way to make a personal contribution and share

with the world the messages and the spectacle of the Expo – appropriating viewpoints, faces, and symbols, and building an immense collective narrative to accompany the six months. Views and writings, holograms and a constellation of LEDs, swing-sets and networks, mirrored walls and graphic designs filled their personal albums, starting with the Tree of Life – global icon of the summer of 2015 with 1.8 million photos on Facebook and 250 thousand hashtags on Instagram. Those who followed the Expo online added to the already impressive number of physical visitors, for a total of about 300 million people on more than 20 platforms in six months. Among its various investments into communications, Expo 2015 S.p.A. dedicated strategies and resources to social media, and

had a widespread presence on Facebook, Twitter, and Instagram (as well as Pinterest, YouTube, and Periscope). First it prepared the run-up to the event and built a substantial public following. During the period of the Expo it fostered a concrete *engagement* of the visitors, encouraging the creation of content by the thousands of users and of relations with them. The spontaneous growth of communities interested in the Expo was one of its characteristic phenomena – and a particular source of pride. Among the many groups of thousands of enthusiasts, foodies,

families, and bloggers, the Facebook group “Consigli per utenti” stood out for its unique service to the visitors at the grass-roots level. This enthusiasm, bringing together *bottom up* energies with *top down* communication, was one of the conjunctions of “complementary elements” (Italy and the world, public and private...) that made the event so special. Social media confirmed the *pop* relevance of Expo Milano 2015: an event in which each visitor could learn about the challenges related to the theme and choose to contribute via multiple procedures and levels.

Communication through more traditional media benefitted from this, too. Television, radio, print, and general and specialized publications consolidated the visibility of the Expo on a national and international scale – of 28 thousand accredited journalists, one quarter were members of the foreign press. Dozens of renowned personalities – artists, chefs, show business professionals -- became official *Ambassadors*, joining the multitude of volunteer ambassadors. The joint action of these levers was the distinctive characteristic of Expo Milano 2015.

> For Expo Milano 2015
and the social media,
see **Chapter 6**



**28 may** 2015Luca Perugini
@perugini

#Expothings

Good idea to use aromatic plants or vegetables instead of ornamental plants.

#ExpoSocialMediaday

**29 may** 2015Monica Papagna
@monicapapagna

China's Pavilion brought #Milan a waterfall of flowers.

#Expo2015 #china

Jacopino
@Jacoemme

Today at #Expo2015 is the #MilkFestival! We are celebrating #milk! #drinkmoremilk #MilkDay #milkfestival

**9 june** 2015LaSottileLineaRosa
@TheThinPinkLine

Thanks @colombiaexpo2015 for the magical experience among your aromas and your wonderful landscapes!

Paolo Vanadia
@MELAsvigno

Postcards from @Expo2015Milano Tree of life and @Pav_Ita2015 after sunset.

#expo2015 #eventsinmilan

 **9 july** 2015

Il Taxi di Milano
@SergioSierra67

A unique experience, I will be back soon, an entire world close at hand, an opportunity not to be missed by anyone. Thank you @Expo2015Milano

 **14 july** 2015

Roberta Zennaro
@robertazennaro

A 5.000 year-old story an excellent reason to visit #China, its tea culture #sundayexpo

 **19 july** 2015

Rosetta Savelli
@rosettasavelli

#EXPO2015 | #PIZZAFEAST

The longest (and most cohesive) pizza in the world.

Antonio Pizzoferrato
@apixxo

Mixed bruschette! An excellent antipasto! #BreadFeast #Expo2015

 **28 july** 2015

Frank Guerra
@TheBuskeeper

#Fruit, Fruit, Fruuuuitt!! Only here at #Expo2015 #expoexperience #ExpoGram #tuttifrutti

**15 august** 2015Diana Del Vecchio
@ChiFaSbaglia

Getting the **#GelatoFeast fan** ...Done!
Today at **@Expo2015Milan**
this is how we are celebrating
#theFeastoftheAssumption

**18 august** 2015Davide Delmiglio
@aventotagliente

Korea's Pavilion is stupendous! One
of the best ones visited until now...
#SMDayExpo

Alice Cerea
@AliceCerea

Discovering Hungary on an enchanted
terrace **#SMDayexpo**
@Expo2015Milano

Claudio Gagliardini
@cla_gagliardini

#Brazil Pavilion, #expo2015,
we are walking on the net,
above the cultures.
#smdayexpo

**1 september** 2015Alessandra Pepe
@AleMOMASyle

Lunch break in Turkmenistan,
I chose at random but it's excellent!
#Expo2015 #momaExpo #food

Alfons Pepaj
@PeAlfo

A day spent visiting the Expo Pavilions.
If you live in Milan you must absolutely
go there.

 **15 september** 2015

Paola Viaggi&Delizie
@polly674

In **#Malaysia** we are discovering
the fruits and seeds of the gum tree
#Expo2015 @WonderfulExpoIT

M Cesaria Giordano
@MC_G83

I am going home with
a smile on my face ...
could it be the beer sampling?!
#smdayexpo2015 #growninbritain

 **13 October** 2015

Roberta Mirata
@robertamirata

In Cambodia everything is very
#namaste. Today in **@Expo2015Milan**
for the **#SMDayExpo #expo2015**

Eleonora Girotti
@eleonoragirotti

The Arab Emirates' pavilion
will be rebuilt in Masdar city,
a completely eco sustainable city.
#smdayexpo

Francesca Fiorini M.
@Frannina

The cement from the Italy Palace
is biodynamic: it absorbs carbon
dioxide and releases powerless gases.
#smdayexpo #expo2015



10

Pride

Born as a risky venture by the few, after the gates were open Italy's Universal Exposition became a national victory. Once it became reality, Expo Milano 2015 successfully achieved its goal of connecting with the Italian people.

Of the many outcomes, the sense of ownership felt by the visitors is one of the greatest achievements for those who worked on the organization from the start. After the long preparations and the rapid pace of the last few days before opening, the visitors discovered on the Expo site an abundance of riches, managed according to the highest standards – an event “that worked” – and they wanted to become a part of it. In a period of financial instability, Expo Milano 2015 reclaimed

Italy's ability to tackle a large, complex project and to prepare for future technological challenges. It conveyed the idea of a country that is efficient and unified.

“Italy Pride,” the title chosen for the national celebrations, was prescient. The vast majority of the Italian people appreciated the massive effort and the amazing event that it created, saying they are proud of the image Italy has projected abroad. Before a global public, the

organization and the contents of Expo Milano 2015 represented the best of a system, with the development prospects that such visibility can generate.

For the city of Milan it was about an unrivaled opportunity to reaffirm its value as an international center for culture, tourism, industry and solidarity.

From the first to the last day, Expo Milano 2015 was a tool of communication used to express Italy and get to know

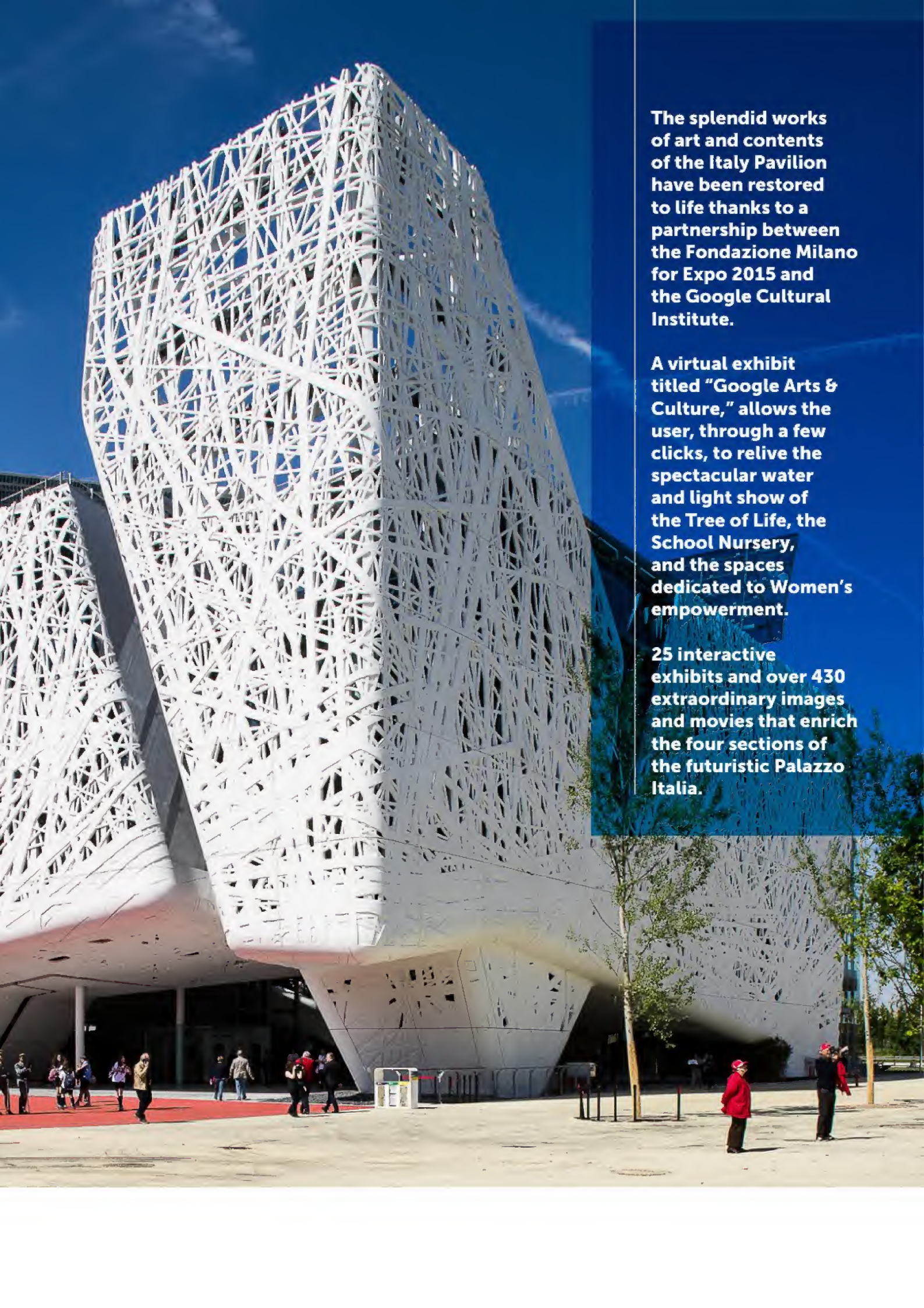
other countries with confidence and mutual respect. The opening and closing ceremonies exemplified this spirit. They were two celebrations of pride, optimistic but characterized by sober language – symbolized on May 1st by the official delivery of the Italian flag by a group of construction workers. At the same event the country sent a positive message of hope through a “world premiere”: a variation on the national anthem, with an unexpected “We are ready for *life*, Italy called” sung by the choir.

The host country was present on the Expo site primarily through the spaces of the Italian Pavilion, including the Palazzo Italia and the Tree of Life, located on the Cardo. Expo 2015 S.p.A. set public and private realities next to each other along the avenue to restore variety to the territory. Here the Italian Regions were active in displaying the local heritage of specialties and landscapes. A selection of companies participated, mostly from the food sector, bringing to the Expo site the abundance of the products and unique qualities of the Italian entrepreneurial system – exploring the general theme of the Expo. The Carso was also the location of the European Union and Wine pavilions.

The association of food and Italian identity was clear to all, public and participants alike. The finest representatives of the agrofood industry were located throughout the Expo site with their vast offerings: it was hard for Italian visitors, when faced by the triumph of their food and wine tradition, not to feel like the guardians of a precious heritage.

> [For the run-up to 2015 and the challenges of the worksite, see Chapter 5](#)





The splendid works of art and contents of the Italy Pavilion have been restored to life thanks to a partnership between the Fondazione Milano for Expo 2015 and the Google Cultural Institute.

A virtual exhibit titled "Google Arts & Culture," allows the user, through a few clicks, to relive the spectacular water and light show of the Tree of Life, the School Nursery, and the spaces dedicated to Women's empowerment.

25 interactive exhibits and over 430 extraordinary images and movies that enrich the four sections of the futuristic Palazzo Italia.



THE ITALIAN PAVILION



The Italy Pavilion is where Italy welcomed the world and told its story.

Expo 2015 S.p.A. expressed the various spirits of the host country all along the Cardo, through a de-centralized pavilion made up of the different realities forming Italian society. On the two sides of the avenue, the spaces dedicated to the Italian regions, districts and businesses led people toward the heart of the itinerary, the Palazzo Italia, an area to reflect on the country's core values and strengths. Palazzo Italia constituted the center of the Italian presence on the Expo site. Recognizable for its dazzling architecture, inspired by a verdant forest, the Pavilion proposed a trip through four "strengths" of the Country: the strength of *know-how*, in which to discover the stories of women and men committed to sustainability; the strength of its *beauty*, alive in the landscape and



historical heritage; the strength of the *limit*, intended as principle of intelligence and innovation; and the strength of the *future*, entrusted to the young boys and girls of the schools and expressed in a local biodiversity garden: the Italy Nursery. The "House of Italy" gathered excellences, testimonials and

contributions of the visitors in a collective story: a journey that combined education and entertainment, to create a sense of belonging and participation, but also an awareness of Italians' good fortune in having grown up here. Two million people followed this itinerary inside the Italy Palace. The visit ended in a hall



dedicated to the Milan Charter, where everyone could sign the document. This is where Italy hosted Heads of State and official delegations, sealing their shared commitment to the right to food. The many spaces of the Italian Pavilion came alive for six months as academy, stage, and place for meetings and international outreach. Together with shows, performances of local folklore, and concerts – including a series of new musical compositions written for Expo Milano 2015 – the curators put together a calendar of events with training sessions for students and adults, conferences, and development seminars for businesses and young entrepreneurs. The program intensified during the week of June 2nd, Italy's National Day, for the week of celebrations of "Italian Pride." Italian creativity found its highest form of expression outside

the Pavilion. If Expo Milano 2015 can be said to have had a symbol, it was the Tree of Life. The creation of Marco Balich, former artistic director of the Italian Pavilion, the Tree was built thanks to the tenacity of a consortium of companies from Brescia, symbolic of the planning and engineering challenges of a complex structure, completed in record time. Every night the Italian Pavilion held, at repeated intervals, a light and waterworks show to the rhythm of emotional music by Maestro Roberto Cacciapaglia. This was the moment that every visitor had to see, consigned to our collective memory by an infinite number of shared images.

In the six months of Expo, 14 million people – about two out of every three visitors – admired this light show, making the Italian Pavilion on the Cardo one of the top attractions on the Expo site.







11

Together

The pride felt by the Italian people also grew out of the idea of cohesion.

Before them the visitors found the tangible result not of the work of a single organizer but rather of the coordinated work of the whole country's forces over a multi-year period.

To tackle a shared, inescapable objective, the public sphere, the private world and civil society joined together with a common intention.

The state apparatus operated in a harmonious, timely fashion, proving its ability to combine procedural rigor with a result-oriented, prompt and positive approach to the countless challenges of a Universal Exposition.

This outcome was also made possible by the use of innovative procedures – for the customs clearance of goods or the approval of pavilion proposals, for example – that allowed Italy to welcome the Expo's participants in the best possible way.

The main partner of Expo 2015 S.p.A. was the Italian Government, through the Ministry of Finance, and the various ministries involved in the realization and administration of the event. The Ministry of Agricultural Policy handled all the thematic initiatives and agricultural promotion, while the Ministry of Foreign Affairs immediately took a leading role in the international relations that led to the success of Expo Milano 2015 and the interest in

participating of many countries.

The Ministry of the Interior directed and coordinated all the actions having to do with safety and legality, while the Ministry of Education promoted the many didactic activities that allowed two million Italian students to visit the Expo. Other partners were the Lombardy Region, the Municipality of Milan, and the Metropolitan City, who supported local activity together with Chamber of Commerce of Milan, which liaised with the manufacturing sector. The area developed a compelling response through its bodies, agencies, and associations, which were mobilized by this great opportunity for the city and the region.





Expo 2015 S.p.A. played the role of "director." From the outset it had to engage those who – in the universities, infrastructures, transportation system, and non-profit sector – could lend added value to the event and its contents.

Thanks to its cross-cutting team of professionals, the company was able to address the complex challenges related to the realization of the Expo Site and the coordination of the Participant construction sites. To achieve success it took the willpower and coordination of all the stakeholders, including the National Anticorruption Agency (ANAC), which, together with the Prefecture of Milan, and the trade unions, monitored the legality of contracts awarded through tenders. They continued to collaborate throughout the six-month period.

Expo Milano 2015 taught a fundamental lesson on large events through the public-private relationship it built, which enriched the visitors' experience with quality offerings and an assortment of brand names participating.

The company conducted intense outreach to the business world through public announcements, co-marketing initiatives, and trade agreements, collecting more contributions than any previous world's Expo. The partnerships and sponsorships are indispensable, not only to supplement public financing, but also for the skills, technology and services they bring, the satellite activities they generate, and the enhanced promotion of the Expo, in a framework of mutual benefit.

Expo Milano 2015 was born from this conversation between different realities. Many other realities, such as those active in the social and cultural sphere, provided their own resources through initiatives inside and outside the Expo site.

As it approached, 2015 gradually became a deadline that all of Italy awaited. For every sector of the country, the event meant an opportunity for growth, visibility and innovation. In its role as connector and facilitator, Expo Milano 2015 fed these energies and was in turn fed by them.

> To learn more about the role of partners, see **Chapter 5**

> For the governance and the cooperation among institutions, see **Chapter 4**

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Green

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Green

The abundance of green spaces on the Expo site was a surprise to many people – even some of the Expo personnel, who only witnessed the arrival of the vegetation at construction's end. It had been grown elsewhere to prevent damage while so much other activities were being conducted.

Open fields, gardens, vertical flower beds, landscape design: with over ten thousand trees and a multitude of essences and shrubbery, at peak season the Expo's landscape was in full bloom in every space and pavilion, manifesting the harmony with the environment that had already been built into the Master Plan.

The prevalence of green areas was true to the guidelines issued by Expo 2015 S.p.A. during the planning stage. In the design of their spaces, the participants were asked to keep open about one third of their assigned area, and to use green roofs and other sustainable solutions. The result was a marriage between contemporary architecture and vegetation appreciated by the visitors, and another way to develop the general theme and strategy of reducing the environmental impact of the buildings. A significant part of this green heritage is located elsewhere now, thanks to the repurposing directives and a spontaneous project aimed at transplanting trees and bushes to Italian parks and public spaces. As a priority of a responsible event dedicated to nutrition, constant attention was paid to

the reduction of negative impact on the territory. The sustainability measures covered different aspects, from energy efficiency to mobility, and involved all of the participants in adopting waste prevention and recycling techniques, including the repurposing of the pavilions and choosing suppliers on the basis of ecological criteria.

Among the commitments it honored, Expo Milano 2015 wanted to use energy only from certified renewable sources and invest in fully off-setting any greenhouse gases emitted.

Water was the other recurring principle of the project. A series of canals were dug around the entire area that fed Lake Arena and the fountains of the Tree of Life. The canals served to purify, irrigate and cool down the Expo site, in addition to allowing the management of water levels through connections to the surrounding network. Water was a connecting element between Expo Milano 2015 and the city: in the vision of the "Vie d'Acqua," this new part of the city could be connected to the center of Milan through a general plan that includes the Navigli and the new Darsena, the historic port of the city and a symbolic location. One of the projects outside the Expo site financed and managed by Expo 2015 S.p.A. is the long-awaited rehabilitation of the water basin of the Darsena, restoring its presence in the human landscape of the city, and leaving Milan a tangible legacy of the past.

> [To examine in depth the dedication to sustainability, see **Chapter 7**](#)







13

**Cure
Serenity**



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Every day for six months the Expo Milano 2015 show was repeated for millions of visitors without a glitch.

The general effort to make all of this possible is the least visible chapter of the history of the event. The logistical and managerial efficiency of the Expo is rooted in the original plan and in a two-year study on future visitor flows. In size, number of visitors and staff, and location of the various services, the project worked smoothly: even on the many days of maximum capacity, when the public exceeded the critical number of 250 thousand people, the initial estimates proved exact and the organization worked despite the crowds.

Expo 2015 S.p.A. was committed to overcoming the problems that previous events had encountered, starting with long lines on days of maximum capacity. So while the visitors did find a crowded environment, with the inevitable filling up of spaces due to the high number of people, their experience was still orderly and smooth.

The abundance of open spaces in the pavilions, as a result of the guidelines distributed to the participants, fostered a sense of wellbeing and reduced crowding; the entertainment improved the

care
erenity



quality of the time spent together. The public found a simple and well-curated place to enjoy, from the services provided to the visitors to the signage, from the decor to the general cleanliness: a serene place for all, including the many children, that conveyed tranquility. A platform dedicated to the needs of the disabled and to the mobility of visitors with motor impediments made the location as accessible as possible. The great civic spirit of the people, the mutual respect in waiting at the entrances and in experiencing the spaces, was a source of great satisfaction to the organizers.

The commitment to guarantee the safety of a such a complex international event required multiple resources and teamwork by the people in charge. The Expo site, managed like a large restricted area, was accessible only through pedestrian airport-style check points or special crossings for the vehicles. In the span of 24 hours, more than 1,000 security guards and operators conducted inspections inside and outside the area. The police force worked closely with other authorities on prevention and protection measures during operations and events – measures that had to be intensified during official visits or visits by important personalities, to ensure the efficiency of operations without having an excessive impact on the experience of the visitors. Thanks to the joint efforts of all the public safety authorities, the prevention and inspection operations limited any disruptions on the Expo site, and any repercussions on the Milan area and the bordering municipalities.

This vigilance also characterized the construction of the Expo Milano 2015 pavilions that, contrary to the most pessimistic scenarios, did not register any fatal accidents thanks to the safety measures adopted by Expo

2015 S.p.A. and applied to all of companies working on the Expo site.

Finally a large part of the organizational success was due to logistics, through the daily distribution of goods and food, thanks to a system of external storage, and cleaning and waste collection services. At night, on streets that were semi-deserted for a few hours, the "Expo Community" was joined by another group to restore the magic of the Expo site and transform Expo Milano 2015 into the space of beauty and decor that dazzled visitors.

> For the "behind the scenes" management and safety, see **Chapter 10**

15

Legacy

October 31, 2015. On the Cardo the lights of the final show of the Tree of Life are turned off. The visitors linger along the more popular pavilions and proceed toward the exits.

At the final ceremony, attended by the President of the Italian Republic, Milan delivered the flag of the Bureau International des Expositions to Astana and Dubai, the next hosts of an International Exposition and a Universal Exposition.

Expo Milano 2015 had come to an official end. The temporary city prepared to be dismantled (excepts for the Italian Pavilion, the Tree of Life and other service facilities) to bequeath to Milan a space ready for new development, in a strategic

position in Italy's infrastructure network.

The goal is to transform the area that hosted the Expo into the first great Italian Research, Knowledge and Innovation Park, while maintaining the green vocation of the area, at the request of the citizens of Milan. The Cascina Triulza, the historic building that was restructured to host the non-profit sector - and the OAT - the facility design that will continue to host events and concerts - are also an important part of the legacy. The development and

repurposing of the Expo site will involve the most important local, national and international realities in the field of applied sciences. The "Human Technopole" project will be based here: it is a world research center specialized in the use of genomics and big data for the development of personalized medical products and nutrition. So will the new Integrated Scientific Campus of the State University of Milan. These two will be the first building blocks of the future Park. In addition to the impact on research and



both new and old: they include a Pavilion of the 21st International Exposition of the Triennale of Milan, two new exhibits at the Italian Pavilion, and the Tree of Life, which was once again lit up. For the 300 thousand people present at the first edition, it was a renewal of the Expo Milano 2015 spirit, a moment that still lives on in collective memory.

At the end of the six-month period, 21.5 million visitors, one third of whom were foreign, ratified the success of the event. Upon returning from the Expo site, everyone took with him or herself not so much objects and gadgets as emotions and ideas from a memorable experience. Whether Italians or foreigners, who attended for recreation, study, or work, the take-away from the visit for each individual – whether for one day, multiple days, or one night – was new encounters, a view of the future, or a simple impression of other realities, other countries, and Italy. Including the participants and persons involved with the organization to varying degrees, for all of whom the Expo was a unique professional and human experience.

The event was a source of learning and growth especially for students and children involved in the School Project and, through them, their families. By paying attention to contents rather than "special effects," Expo Milano 2015 sought to create an intangible legacy of lasting knowledge among the general public: an event "designed for our children, and for our children's children," to paraphrase one of the Expo's slogans.

The cultural legacy lives on in the many projects and virtuous scenarios that the Expo brought

innovation, according to a study of The European House-Ambrosetti, the program will attract 6.9 billion euros in new investments in its first ten years alone.

The Italian Government, the Lombardy Region and the Municipality of Milan have assigned to Arexpo S.p.A. (the owner of the land, with a majority public capital) the strategic task of leading the general development of the area. The decision was made to build an innovative Science and

Technology Park, whose Master Plan is being drawn up, while the participants are completing their dismantling of the pavilions under the supervision of Expo 2015 S.p.A.

In the meantime Arexpo decided to reopen to the public one area of the Expo site in summer 2016, renamed EXPerience Park. The area was immediately made available to the citizens of Milan and the Lombardy Region. A win-win situation that made it possible to benefit once again from the Expo's spirit through attractions

May 1, 2016.

The Tree of Life is lit up once again in the first edition of the EXperience park.

together, promoted or created in its spaces. Entertaining us, enticing us, Expo Milano 2015 encouraged us to question our lifestyles, and to grasp the urgent challenges affecting the planet and society. For each of these challenges the participants shared and discussed solutions. The various programs that were held to engage the countries and accompany them, to respect the environment and the role of women (WE-Women for Expo), will remain valid models for the next world Expo.

The most important international contribution was undoubtedly the Milan Charter, a manifesto on the right to food to promote policies against malnutrition and waste, equal access to natural resources, and sustainable production and consumption. More than one and a half million people signed this declaration, which was addressed to citizens, families, and institutions in every country. The signatories included the Heads of State and Government hosted by Italy, who shared the message of commitment that Italy sent to the United Nations. The relations built between Italy and the participants along this journey will also leave a tangible sign. It is the legacy of the "decentralized network" of pavilions introduced at Expo Milano 2015, later dismantled and rebuilt elsewhere: a commitment that the countries had never experienced so intensely – from the Chilean Pavilion, which is

being reconverted into a cultural center in its home country, to the apiary proposed by the United Kingdom, which can be visited at London's botanical gardens.

The 18 structures being relocated abroad and in Italy are an Expo record, and they will endure as tangible signs of a truly universal event.

The event left also a legacy of innovative national procedures, such as the protocol on legality for public works and the safety management system adopted in Milan during the Expo. A set of replicable solutions to meet Italy's current and future challenges.

Expo Milano 2015 allowed Italy to express itself through a global event. The country proved to the international public, and to itself, its talents and distinctive qualities. The Expo guaranteed visibility for the "Italy brand" and attention to every component of it: not just food, but also the territory and its wealth, its cultural uniqueness and lifestyles, the ideas of government institutions, companies and people – each contributing its own special skills.

After six months of wonder, and a decade of work, what will also remain of Expo Milano 2015 is a shared memory: the image of an Italy ready to conceive, build, and manage a contemporary Universal Exposition.





- > To become familiar with the Milan Charter, see **Chapter 3**
- > For the second life of the pavilions, see **Chapter 7**

CHAPTER 2

The World at Expo

Truly *Universal*: after years of work with participating countries and international organizations, the Universal Expo welcomed to Milan dynamic forces from every corner of the globe.

2.1

The Country System in Action for Expo Milano 2015

Teamwork and the role of diplomacy ensured the event's international success.



MILANO 2015

Italy invited the world to Milan and the international community responded with enthusiasm, attracted to an innovative and captivating Universal Expo model that brought international participants to invest over one billion euros. This achievement was made possible thanks to the construction of 54 Pavilions built by the participating countries: an absolute record. Expo Milano 2015 had a positive impact on tourism at both the local and national levels, attracting more than 21 million visitors (30% of whom were foreigners) during the six-month duration of the event. Hosting these many realities in one place – one of the biggest challenges faced by Expo 2015 S.p.A. – offered the Universal Expo a great opportunity to influence the global debate on nutrition in the year the United Nations adopted new “Sustainable Development Goals.” In Milan, people were able to visit the pavilions of the 139 official participants, made up of 134 countries and 5 international organizations (the United Nations, the European Union, CARICOM, Pacific Islands Forum and OECD), and also experience the offerings of another 24 unofficial participants.

A unique journey inside the food cultures of our planet.

All of this was made possible thanks to years of teamwork between Expo Milano 2015 and the Ministry of Foreign Affairs and International Cooperation.

This was not mere cooperation but actual synergy; a practical, concrete example of the Country System concept in action.

Proof of this is the appointment of two diplomats in key positions – the Manager of International Affairs for Expo Milano 2015 (in 2009) and the General Commissioner for the Universal Exposition (shortly before the opening). Synergies with the Italian Foreign Ministry date back to

the beginnings of this challenge and have marked each crucial step: the diplomatic campaign supporting the candidacy; the confirmation of participating countries; and the visits of Heads of State during the six-month period. Expo 2015 S.p.A. and the Foreign Ministry's diplomatic network, with their distinct responsibilities, operated as a real team leading the way along the many stages of the great international journey that was Expo Milano 2015.

In 2014, these synergies enabled us to involve more than 130 States and international organizations as official participants in the Expo, reaching a total of 139 on May 1, 2015. Cooperation then continued with the launch of the construction of the pavilions, giving life to a "worksite diplomacy" – a unique experiment enabling countries to complete their spaces in time for the opening. There were more than a thousand events promoting the Expo organized by our diplomatic network. A milestone was reached on June 2, 2014, when the celebrations abroad of Italy's national day of the Republic – together with the 210 events organized by embassies and consulates – were dedicated to the Expo. In parallel, the cooperation of Expo 2015 and the Ministry of Foreign Affairs focused on international activities needed for success of the Event and to make Italy, the host Country of FAO, the center of global discussion on sustainable nutrition.

> For diplomatic action,
see **Chapter 4**





THE DIPLOMATIC NETWORK SUPPORTING EXPO MILANO 2015

**The Italian Foreign Ministry
supported the event
together with:**

- 123 Embassies
- 8 Permanent Missions
- 1 Special Diplomatic Delegation
- 80 Consular Offices
- 83 Italian Cultural Institutes

Main strategic activities included: to encourage foreign capitals to vote for Milan's candidacy; to follow diplomatic relations with the BIE; to convince the governments of countries to participate; to promote the theme at the UN and other international organizations; to assist Expo 2015 S.p.A. in all international negotiations and in promoting the event abroad; to support participating developing countries; to attract investments in Italy; and to promote visits by international delegations.

2.2

A Vast Theme for a Global Community

A theme on the future of the planet and humankind, for a dialogue that engaged the world.

Record quality and numbers

The success of Expo Milano 2015 also stems from its selection of a theme that was compelling as much as it was universal, inspired by the first UN Millennium Development Goal: eliminating extreme poverty and hunger in the world. The event contributed greatly to an international debate in which all countries without distinction offered their unique perspectives. Italy made available to the international community the Pavilion Zero, the largest thematic structure in the history of Universal Expositions

– developed in cooperation with United Nations experts and supported by Italian Development Cooperation. And, for the first time in this setting, the UN did not have a dedicated pavilion, but rather featured content in various spots of the Expo with installations and multimedia content. The Pavilion Zero became a **privileged platform for thematic discussions** with visitors.

Millions of visitors also learned about the best global practices in the food industry chosen by the Feeding Knowledge program, which was launched in 2012 to disseminate the best scientific solutions for food security and sustainable development, in addition to providing an environmental, social and production model.

Aware of the enormous potential for global debate offered by this theme, Expo 2015 S.p.A. developed an inclusive model of participation extended to all global stakeholders. The Universal Expo was based on an **"egalitarian" principle: guaranteeing each participant, starting with each country, equal representation at the event.**

In this way the Decumanus, one of the two main roads where all



of the Pavilions were lined up – each having the same length in facade, was designed with **a view to guaranteeing widespread self-promotion**, equal visibility, and unity in diversity. The thematic clusters originated from the same inclusive idea: to give each Country, including those who couldn't build their Pavilion, the best opportunity to present their Theme to the visitors. An **Assistance Program** – created in cooperation with the Ministry of Foreign Affairs and funded by the Italian Government with an 86-million-euro investment in goods and services – enabled 80

developing countries to qualify for participation in Expo Milano 2015 through these thematic clusters.

Also thanks to strategic innovations, such as the World Avenue and the Clusters, the interest in Expo Milano 2015 led to a high turnout, with the resulting record of 54 autonomously built pavilions. On the **World Avenue** and in the **Thematic Clusters**, Expo Milano 2015 went beyond the geographical distribution adopted by previous editions of the Universal Expo. This allowed for a better

representation of the political geography of a rapidly changing world and for making connections even between physically distant countries. The data only partially shows the value of Expo Milano 2015, which can also be found in the collective effort of Italy's country system to achieve a common goal; a time-sensitive roadmap that brought together government bodies and institutions. The strength of international participation can be measured in the preparations of each participant and in the quality of its contributions during

The Guarantee of equal representation for participants mobilized countries and their synergies

the six-month period; initiatives and promoted meetings; institutional figures and professionals.

The layout of the Expo site placed international participants at its center, while the **high visibility they were afforded encouraged them to showcase the best their countries had to offer.**

The "front row" position and the space available activated the creative, human and financial resources of participants – and also stimulated a healthy spirit of competition. The variety of contributions on nutrition

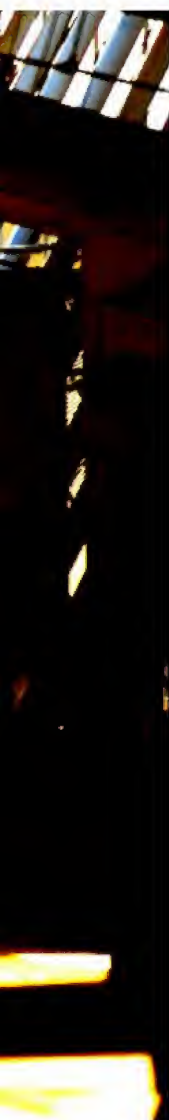


and the wealth of information offered at the various pavilions is the fruit of this commitment.

Also following this philosophy was the decision not to concentrate visits of Heads of State and Heads of Government in one specific time frame (such as the opening ceremony), but rather to stagger their visits throughout the Expo's six months so that equal importance would be given to each delegation. For Italy, it was a virtuous strategy, a model of cooperation that highlighted the qualities of an international event and, at the same time, brought to life an event of enormous public interest while remaining within the initial budget estimates.

Italy called on all stakeholders (countries, international organizations,

civil society organizations, companies and citizens) to contribute to the discussion on the theme. The leaders of these institutions visited Expo Milano 2015, together with the more than 21 million people that came to the event. Expo Milano 2015 also added **a busy, business-to-business schedule** for financial delegations to the official meetings. These were concrete meeting opportunities between Italian businesses and the financial entities of the entire world, including those of developing countries. The program was implemented in close cooperation with the Ministry of Foreign Affairs, the Italian Trade Commission, and the Chamber of Commerce of Milan, allowing the inclusion of an essential financial dimension in this edition of the Universal Expo.





**Countries accepted
the invitation
to experience
their national country
day as a potential
business opportunity**

2.3

A Record in Official Visits

For six months Italy was the meeting point for international diplomacy, hosting delegations every day from all continents and over sixty Presidents and Prime Ministers.

The numbers speak for themselves: the team formed by Expo 2015 S.p.A. and the Italian Foreign Ministry managed several hundred visits by foreign governments. In particular, 35 Heads of State, 25 Heads of Government, the Secretary-General of the United Nations, 7 Deputy Heads of State, 11 Deputy Heads of Government, 223 Ministers, 26 Deputy Ministers and 4 members of royal families – including two Queens and two Princesses – visited the Universal Expo. Never before had Italy managed so many official delegations in such a short time, which was further confirmation of the Expo's global reach and the uniqueness of the event. The foreign visits were turned into opportunities for dialogue in which the Italian Government, with its economic and social forces, committed to Italy's growth.

To manage the relation with the delegates, the Expo 2015 S.p.A. team and the Italian Foreign Ministry created a Protocol and Institutional Events Office, responsible for welcoming and managing the incoming delegations that worked in constant cooperation with the Diplomatic Protocol of the Italian Republic. The Protocol Office was located in the Italian Pavilion, designed as a place where Italy could greet delegations from all over the world.

Their reception was coordinated by career diplomats, while each geographical area was managed by an Expo 2015 S.p.A. Senior Country Officer. In addition, a team of young diplomats arrived from Rome to welcome the delegations at the airport, accompany them on their transfers and handle the details of protocol. Support staff and Italian interns from the main international educational institutes formed a team that remained operational day and night for the entire duration of the Expo.

In this way, Expo Milano 2015 guaranteed the strategic coordination of all the international visits, events, and bilateral or multilateral meetings that were hosted. A success also made possible by Expo's cooperation with the Prefecture and the police forces for all the necessary safety measures that enabled a smooth flow of visitors to the Expo site and the pavilions, while allowing the general public to witness important international personalities up close.

Diplomatic activity in 184 days

Heads of State and Heads of Government presence

DATE	COUNTRY	NAME	ROLE
27 May	Algeria	H.E. Mr. Abdelmalek Sellal	Prime Minister
9 June	Argentina	H.E. Ms. Cristina Fernández de Kirchner	President
26 July	Austria	H.E. Mr. Heinz Fischer	President
9 July	Azerbaijan	H.E. Mr. Ilham Aliyev	President
9 September	Belarus	H.E. Mr. Andrei Kobyakov	Prime Minister
12 June	Bolivia	H.E. Mr. Evo Morales	President
10 July	Brazil	H.E. Ms. Dilma Rousseff	President
6 July	Chile	H.E. Ms. Michelle Bachelet	President
12 July	Colombia	H.E. Mr. Juan Manuel Santos	President
1 May	Congo	H.E. Mr. Denis Sassou N'Guesso	President
1 May	Côte d'Ivoire	H.E. Mr. Daniel Kablan Duncan	Prime Minister
11 August		H.E. Mr. Alassane Outtara	President
13 June	Ecuador	H.E. Mr. Rafael Correa	President
23 July	Egypt	H.E. Mr. Ibrahim Mahlab	Prime Minister
29 October	Equatorial Guinea	H.E. Mr. Vicente E Hate TOMI	Prime Minister
7 June	Estonia	H.E. Mr. Toomas Hendrik Ilves	President
6 October		H.E. Mr. Taavi Rõivas	Prime Minister
29 May	France	H.E. Mr. Manuel Valls	Prime Minister
21 June		H.E. Mr. François Hollande	President
30 July	Gabon	H.E. Mr. Ali Bongo Ondimba	President
17 August	Germany	H.E. Ms. Angela Merkel	Prime Minister
17 July	Ghana	H.E. Mr. John Dramani Mahama	President
10 July	Haiti	H.E. Mr. Evans Paul	Prime Minister
30 September	Holy See	H.EM. Mr. Pietro Parolin	Secretary of State
16 June	Ireland	H.E. Mr. Michael D. Higgins	President
9 July		H.E. Mr. Enda Kenny	Prime Minister
27 August	Israel	H.E. Mr. Benjamin Netanyahu	Prime Minister
27 June	Kazakhstan	H.E. Mr. Nursultan Nazarbayev	President
8 September	Kenya	H.E. Mr. Uhuru Kenyatta	President
12 September	Kuwait	H.H. Sheikh Jaber Al-Mubarak Al-Hamad Al Sabah	Prime Minister
15 July	Lithuania	H.E. Ms. Dalia Grybauskaitė	President

DATE	COUNTRY	NAME	ROLE
13 August	Madagascar	H.E. Mr. Hery Martiaf Rajaonarimampianina Rakotoarimanana	President
3 October	Malaysia	H.E. Mr. Dato' Sri Mohd Najib Tun Abdul Razak	Prime Minister
16 July	Malta	H.E. Mr. Joseph Muscat	Prime Minister
24 July	Mauritania	H.E. Mr. Mohamed Ould Abdel Aziz	President
12 June	Mexico	H.E. Mr. Enrique Peña Nieto	President
29 August	Moldova	H.E. Mr. Valeriu Streleț	Prime Minister
9 June	Monaco	H.E. Mr. Michel Roger	Minister of State
9 June		H.S.H. Prince Albert II of Monaco	Prince of Monaco
21 May	Montenegro	H.E. Mr. Filip Vujanović	President
14 May	Romania	H.E. Mr. Klaus Iohannis	President
10 June	Russian Federation	H.E. Mr. Vladimir Putin	President
14 June	San Marino	H.E. Mr. Andrea Belluzzi	Captain Regent
14 June		H.E. Mr. Roberto Venturini	Captain Regent
22 October		H.E. Mr. Nicola Renzi	Captain Regent
22 October		H.E. Ms. Lorella Stefanelli	Captain Regent
25 July	Senegal	H.E. Mr. Macky Sall	President
24 June	Slovakia	H.E. Mr. Andrej Kiska	President
19 June	Slovenia	H.E. Mr. Miro Cerar	Prime Minister
16 October		H.E. Mr. Borut Pahor	President
3 September	Somalia	H.E. Mr. Hassan Sheikh Mohamud	President
15 October	Sovereign Order of Malta	H.E. Albrecht Freiherr von Boeselager	Grand Chancellor
15 October	Spain	H.E. Mr. Mariano Rajoy	Prime Minister
18 May	Switzerland	H.E. Ms. Simonetta Sommaruga	President
21 August	Togo	H.E. Mr. Faure Essozimna Gnassingbé	President
27 May	Tunisia	H.E. Mr. Habib Essid	Prime Minister
3 May	Turkmenistan	H.E. Mr. Gurbanguly Berdimuhamedov	President
4 July	Tuvalu	H.E. Mr. Enele Sosene Sopoaga	Prime Minister
21 September	Uganda	H.E. Mr. Yoweri Kaguta Museveni	President
10 June	United Arab Emirates	H. H. Sheikh Mohammed bin Rashid Al Maktoum	Prime Minister
17 June	United Kingdom	H.E. Mr. David Cameron	Prime Minister

2.4

Giving New Value to National Day

Culture, performance and growth opportunities. Expo Milano 2015 enriched the tradition of national day celebrations with entertainment and political relevance.

On the Open Plaza, at the entrance of the Decumanus, it is morning. Under the open vault ceiling of the Expo Centre, a national flag is raised on the platform, where the official country delegations observe the scene together with the visitors gathered around. This was the ceremony that kicked off a different National Day almost every day, symbolically organized in the events space overlooking the entire World Avenue, which would later be the venue for parades with music and dance. By the end of Expo, there had been a total of 116 National Days for as many countries making the Expo site theirs for a day.

Dedicating a day of celebration to participating countries is not a novelty for Universal Expos. The efforts of the Milan edition, however, were directed toward making these "events within the event" more open and visible, by combining their institutional character with popular appeal, placing the visitor at the center.

Whenever possible, we avoided barriers separating the general public from Heads of State or other high-profile figures, and kept open access to the various pavilions where official meetings took place. So for many, the surprise of casually meeting a prominent figure was also part of the Expo Milano 2015 experience.

The National Day offered an in-depth look into a country's culture. It added variety to the event as a whole, with performances held at the initial ceremony in the Open Plaza, and the public interacting with people in the parades along the Decumanus and the Pavilions. Each country performed in its own language, through music and traditional dance, giving demonstrations of artisanal and technological practices, and special events, such as the half marathon organized by Kenya. It was a cultural commitment calling in the excellences and artistic rarities of participating countries – from the national choir

of the peoples of Vanuatu, to the quiet theater of Kuwait; from the Swiss Alphorn concert to the first celebration of the Japanese Carnival outside its national borders – as well as foreign communities in Italy. Food and different perspectives on nutrition were also at the forefront on National Day, as well as how solutions and products can be used for future development.

The second innovative idea at the heart of the celebrations, complementing this cultural dimension, was creating opportunities for **political and business discussions with Italy**. Expo Milano 2015 organizers encouraged participants to arrange for their respective National Day *business forums* with high-level participants, where representatives of government, civil society and

local enterprises could meet their Italian counterparts.

The Organizer also recommended Participants to set their Expo National Day on a date different from their actual National Day, as their highest institutional representatives would have been unable to visit the Exhibition due to official duties in their respective Countries.

➤ For more details about the National Day calendar, see **Chapter 9**





WORLD FOOD DAY

F



For the first time in the history of World Food Day (WFD), the official ceremony was not celebrated at Rome's FAO headquarters, but at the Expo site on October 16th, 2015.

In the presence of the President of the Italian Republic, Sergio Mattarella, the Secretary-General of the United Nations, Ban Ki-Moon, and the Ambassadors and Permanent Representatives accredited to the United Nations in Rome, World Food Day marked the 70th Anniversary of the founding of the United Nations Organization for Food and Agriculture, proving to be one of the most important events of Expo Milano 2015. On this occasion, the symbolic delivery to the United Nations of the Milan Charter also took place. This came with a pledge signed by 1.5 million people, attesting

to the strong will of visitors and officials to work directly for the good of the planet, opting for responsible choices that respect the environment and natural resources.

Dedicated to "Social Protection and Agriculture to Break the Cycle of Rural Poverty," this World Food Day represented a historic moment for food security.

Among the first international events to follow the launch of the Agenda 2030, the World Food Day was a great opportunity to send a strong message to the world: we are the Zero Hunger Generation, the first to have the potential to end hunger within the next 15 years. This message was transformed into music by the performances of pianist Giovanni Allevi, the No Hunger Orchestra, and the Fronteras Musicales

Abiertas group – protagonists of the "Food Moves the World" concert organized by Italian Cooperation and the European Union.

Extensive media coverage focused on the fundamental role that young people will have in ending hunger in the world. Both World Food Day and the Milan Charter reasserted how the success of the 2030 Agenda for Sustainable Development depends on all citizens, not just governments.

The event is also credited for its focus on the need to increase investments and sustainable agricultural production by small farmers and small and medium rural enterprises for the purpose of achieving food security and inclusive growth in developing countries.

2.5

A Platform for International Debate

From World Food Day to forums on agriculture, poverty and nutrition, Expo Milano 2015 was a hub for world dialogue on development.

From the preparatory stages, the Italian Government aimed to turn Expo Milano 2015 into a moment of great exchange and international debate, by putting together a vast agenda of international conferences and discussions, as Italy's contribution to the global debate on the right to food - in the year in which the new Sustainable Development Goals were approved by the UN.

The significance of the Universal Expo on the international agenda was best confirmed by the many United Nations meetings organized at the invitation of the Italian Government. In the six months of the Expo, the Expo site was the platform for the discussion of new goals and solutions to achieve food security and advance the debate - through meetings, seminars and other events - on the issues related to nutrition. Expo 2015 S.p.A. and the United Nations cooperated during the event's planning period and six

months of exhibition, with ongoing joint efforts that allowed for maximum coverage of the theme throughout the Expo.

The United Nations official presence was organized by a joint committee made up of Expo 2015 S.p.A. executives and three UN Agencies; a team of specialists, consisting of United Nations staff organizing UN events at the Expo, was headquartered at the FAO in Rome. This work was directly funded by Expo 2015 S.p.A. as a reflection of Italy's commitment to its global mission.

The most significant moment in the thematic debate on world nutrition was **World Food Day**, promoted by FAO.

Among the multilateral events, noteworthy was the International Forum of Agricultural Ministers, held on June 4 and 5, 2015 titled, "From Expo Milano 2015 and Beyond:

Agriculture to Feed the Planet". It was a moment of sharing support for the new commitments made in the fight against hunger and climate change, confirming Expo Milano 2015 as the ideal setting for comparing and debating urgent issues and practical experiences at the global level. On June 5, 2015 the Milan Charter was presented and signed by many Ministers participating in the Forum. On the same day, the Italian President Sergio Mattarella also signed it.

The Milan Charter collected 1.5 million signatures thanks to constant, widespread promotional efforts - both online and at the Expo, with a dedicated installation inside the Italian Pavilion. Here, the project was explained to visitors; official delegations; Heads of State and Government; and important personalities, who were offered the opportunity to sign the Milan Charter, a symbol of commitment by each and every person contributing to the initiative in their own way. On July 31, 2015 more than eight delegations participated in "Culture as an Instrument of



Dialogue among Peoples" the International Conference of Ministers of Culture, representing UNESCO, the World Tourism Organization, the European Parliament, the European Committee, and the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM).

The Conference was a unique opportunity to outline strategies for safeguarding and protecting cultural heritage in crisis areas – among these, the Italian proposal to form the "Cultural Blue Helmets," a task force specialized in protection and restoration projects for global cultural heritage damaged or threatened

by acts of terrorism.

On June 12 and 13, 2015 at the Expo, the 7th Italy-Latin America and Caribbean Conference was held. This is a biennial event organized by the Foreign Ministry, in cooperation with the Italy-Latin American Institute (IILA). The "Final Declaration" adopted at the end of the Conference focused on the strategic significance of relations between Italy and the Latin American and Caribbean Countries, starting with

our historical cultural, social and financial ties.

The meeting also underscored the vital importance of the Conference of the Parties (COP 21) of the United Nations Framework Convention on Climatic Change (UNFCCC), considering the rising sea levels for many Countries in the region and the necessity to continue to strive for the Millennium Development Goals identified by the UN and expiring at the end of 2015.

From October 14 to 16, 2015 Expo Milano 2015 hosted a Ministerial Meeting of Small Island Developing States (SIDS), inserted in the schedule of events on the challenges of food security, sustainable agriculture, and the use of renewable energy, and challenges posed by recent climate change phenomena. The Universal Expo was also the venue of a UN Conference dedicated to the Least Developed African countries, which convened on June 8, 2015 at the Italy Pavilion to discuss structural reforms and guidelines for development financing. These two initiatives, organized by the Italian Foreign Ministry in cooperation with the UN, marked the priority that Italy gives to the development of the African continent and the Small Islands of the Pacific and the Caribbean, with important political declarations by participants as the outcome.

The prominent figures brought together by the various initiatives attest to the global profile of the event



ASSISTANCE PROGRAM FOR DEVELOPING COUNTRIES

In keeping with the UN's Millennium Development Goals, the "Assistance Program for Developing Countries" was one of the founding pillars of Expo Milano 2015, a program conceived from the moment of Italy's candidature and registration.

More than 86 million euros in goods and services were allocated for the event's 80 chosen participants. The initiative allowed countries with limited funding to participate in the Universal Expo with their own dedicated structure inside the innovative thematic clusters. Each Cluster grouped together the participants in specific thematic categories that emerged from studying the distinctive elements of various countries – giving value to raw materials and local production, and thus allowing each participant to best interpret the theme. The definitive groupings referred to themes (Bio-Mediterranean, Arid

Areas, Islands) and lines of food production (Fruits and Vegetables, Spices, Cereals and Tubers, Cocoa, Coffee, Rice).

The role of international organizations in this context was fundamental: the UN – cooperating on overall thematic development; the Pacific Islands Forum (PIF) and the Caribbean Community (CARICOM), as participants representing several countries in the Spices and Islands Clusters. Through the organization's inclusive approach, single countries were able to personalize their installations and preserve their national identity as much as possible, while the traditional geographical divisions of prior Universal

Expos were eliminated and the universal character of the event strengthened.

The selection of recipient countries and overall strategy of the Assistance Program was managed by Expo 2015 S.p.A. in close cooperation with the Foreign Ministry in accordance with the priority guidelines of Italian Development Cooperation.

– During the Expo, Italian Cooperation – together with the UN, the EU and representatives of the non-profit sector and academia – promoted a cycle of 30 thematic events on sustainable development in addition to launching the Assistance Program.



2.6 Enterprise: Global Development

Thanks to the thousands of meetings between Italian and foreign companies, Italy and the world's business systems lived the event as a moment to discover development opportunities.

The Expo Milano 2015 organizers immediately realized that the involvement of private sector was crucial to the event's success. Therefore, the "business dimension" of the Universal Expo was added to enhance the appeal of the host country, promoting new trade agreements and creating development opportunities, and offering participants (especially developing countries) an **opportunity to present their products** and **capacities** in the field of nutrition to the international community.

Expo Milano 2015 achieved remarkable results thanks to the broad program of activities promoted by Expo 2015 S.p.A. and the Italy Pavilion in cooperation with the Ministry of Economic Development, the Ministry of Foreign Affairs, the Chamber of Commerce of Milan, the Italian Trade Commission, and with the institutional and commercial partners of the Italy Pavilion.

The many business initiatives helped restore the original purpose of Universal Expos

A meeting place for businesses

➤ **Expo Business Matching**, through an official Expo Milano 2015 web platform promoting and facilitating dialogue among business operators based on their compatibility and affinity index. More than 2,750 Italian and foreign companies joined the platform, for a total of 72 participants.

➤ **Bilateral meetings** between Chambers of Commerce, centered on the different thematic programs: EU Program, Invest Program, Buyers Program, with 10,000 events, 110 countries and over 4,000 Italian businesses involved.

➤ **50 Business Forums** organized primarily in cooperation with the Milan-Promos Chamber of Commerce. China was a particularly active partner, with 20 Chinese provinces and 937 Chinese companies meeting with 423 Italian businesses.

➤ **Expo is Now**, a project developed with the Italian Trade Commission, organized over 500 *business-to-business* meetings with 10 delegations of buyers from the United States, China, Japan, United Arab Emirates, Brazil and Russia.



In addition, the Italian Pavilion directly promoted activities with its regions and provinces, such as: *business networking* events; participant promotion, industry workshops, official luncheons at Palazzo Italia, and a series of *ad hoc* initiatives and visits to local territories organized by institutional and commercial partners.

Lastly, the Italy Pavilion developed, in partnership with the Milan-Promos Chamber of Commerce, a calendar of initiatives in support of the developing countries participating in the thematic clusters.

The project involved a total of 24 nations, primarily from Sub-Saharan

Africa, with 591 foreign operators, 862 Italian businesses and 1,939 business meetings. This gave Italian enterprises a vantage point on the emerging markets of the future.

The *business-to-business* Expo Milano 2015 experience added a fundamental element that reflects the spirit of the Universal Expos of the late nineteenth century, often forgotten by the most recent editions: **attention to business development**.

Innovation, thus, that goes back to its historical roots, rediscovering the values of an event that originally served the economic aspirations of participating countries.





"ENERGY, ART, AND SUSTAINABILITY" FOR AFRICA

To promote the participation of developing countries, Expo Milano 2015 organized – together with ENI, the Official Partner for Sustainability Initiatives in African Countries – "Energy, Art, and Sustainability" week from October 3 to 10, 2015. Through a call for tenders launched in May, an international commission selected 10 projects from 12 African countries (Burkina Faso, Cameroon, Ethiopia, Ghana, Kenya, Madagascar, Mozambique, Malawi, Morocco, Tanzania, Togo and Tunisia) which offered them great visibility. The winning projects were centered on the issues of energy and sustainability. At their presentation in the Expo Milano 2015 Media Centre conference room, three important macro topics emerged:

- technology: with the participation of Tunisia, Togo, Mozambique-Malawi and Madagascar, presenting technical-scientific proposals that couple innovation and rural tradition;

- culture: with the participation of Ethiopia, Tanzania and Kenya, highlighting the importance of representing today's times through artistic and performative language, promoting social inclusion;
- art for recycling and sustainability: a combination of creativity and technology proposed by Cameroon-Burkina Faso, Morocco, and Ghana.

The audience attending the debates and the talks of "Energy Art and Sustainability" witnessed this unique opportunity. Sector insiders and African and European operators shared this experience with prominent personalities from Africa, such as M.me Nkosazana Dlamini-Zuma, President of the African Union Committee, and first woman of her ethnicity to cover the office of Minister in Nelson Mandela's South African government; and M.me Albina Africano, General Commissioner of the Angola Pavilion and President of the Expo

Milano 2015 Steering Committee.

In the last week of the event, "Energy, Art, and Sustainability for Africa" aimed to create a showcase for the continent with the youngest population in the world. Through this initiative the Universal Expo proved to be a remarkable setting in which to share and propose solutions to the event's thematic challenges, also through entertainment and in-depth discussions.

2.7 A Key Role for Civil Society and Companies

The Universal Expo planned **an innovative way for civil society and international companies to participate**, in the firm belief that only with their full engagement could there be a 360 degree thematic debate. At a time when **change is also being propelled by NGOs and corporations**, their participation was a priority.

Thus, in keeping with the rules of the Bureau of International Expositions (BIE), NGOs and companies were invited to take part in the Expo without having to build their own spaces. They were the 24 unofficial participants that, together with the Expo Milano 2015 partners, **ensured a complete thematic discussion from every perspective**.

The events and activities organized at the Cascina Triulza space – managed by the Triulza Foundation and expressly set up by Expo 2015 S.p.A. to host the dozens of international and Italian civil society organizations – proved to be of great interest and very successful. Cascina Triulza promoted awareness-raising campaign on nutrition and sustainability targeting schools and the general public. This collective space hosted **200 non-for profit organizations** – dedicated to cooperation; social, cultural and environmental promotion; volunteering; and ethical finance – offering one of the most productive

The international character of the Expo stemmed not only from the participation of countries worldwide, but also to the direct engagement of socially responsible global organizations from the private sector or civil society.



and well-structured programs of Expo Milano 2015.

Six civil society organizations chose to participate in the Universal Expo by building their own pavilions, which produced unparalleled results. The **Save the Children** Pavilion presented an illustrated version of the



"UN Convention on the Rights of the Child" to help minors become aware of their rights. This structure was also part of the "Re-purposing Project" for the Expo site installations, and will be re-assembled into a school for 300 Syrian children in a refugee camp in Lebanon. The

Caritas Internationalis, Italiana e Ambrosiana Pavilion launched the global campaign, "One Human Family, Food for All", to promote recognition of the right to nutrition and reflection on related issues, such as peace in the world and raising awareness on education.

Casa Don Bosco, an installation proposed by the Salesian Family to celebrate the bicentennial of the birth of the Saint, promoting a revisited version of the project, "Educating Young People, Energy for Life" to raise awareness of how sustainability and the future of the planet are strongly connected.

The **KIP International School** Pavilion evoked the idea of a global village: a meeting place for institutions, associations and private companies to debate the issues tackled at Expo Milano 2015. A United Nations Garden was set up, with panels illustrating the future of food in the world. As the symbol of Milan's artistic heritage, the Veneranda Fabbrica del Duomo di Milano Pavilion featured an exact replica of the statue of the Madonnina, suspended between water and sky, so that visitors could have a close-up view of it and contemplate its beauty and deeper meaning.

The **World Association of Agronomists (WAA)** recreated

a global factory as a model of reference for the agricultural industry; to welcome ideas and projects for identity-making, sustainable and lasting food production models.

The World Expo Museum and the Basmati Rice Pavilion were both part of the Clusters with their own Pavilion, completing the spectrum of civil society participants with a dedicated space.

Nine non official participants from civil society broadly enriched the Universal Expo through a series of events: **ActionAid; Alliance 2015 and CESVI; Fairtrade; Lions Club International; Erasmus Student Network; Oxfam; WWF; National Observatory for Women's Health (ONda); and European School of Oncology (ESO); Andrea Bocelli Foundation.**

Six corporate participants built their own pavillion: Vanke; Alessandro Rosso-Jomoo; Federalimentare-CIBUSèITALIA; New Holland Agriculture; Coca Cola and the China Corporate Pavilion.

These participants, together with countries and international organization welcomed and charmed, for the duration of Expo Milano 2015, over 21 million visitors from all over the world.

CHAPTER 3

A Shared Horizon

A table laden with food for the mind and body.
An invitation to people to reflect on the theme
of nutrition: from daily nutrition to
the equilibrium of the planet.


3.1

The Universal Team Addressed by the Event

The Expo engaged the world in a shared dialogue that every country interpreted in its own unique manner.



MILANO 2015



Is it possible to guarantee good, healthy, satisfactory and sustainable nutrition to all humanity? The future of the human species and of life on our planet depends on our answer to this current, universal question - with its political, economic, scientific and cultural implications. It is a crucial challenge that will put to the test the international community as a whole as well as the generations to come.

Italy, a historic leader in the production of food and raw materials, summarized this challenge in the theme, "Feeding the Planet, Energy for Life," which is the spirit of Expo Milano 2015. This idea draws inspiration from the first of the United Nations Millennium Development Goals, which expired in 2015: to drastically reduce the number of people in the world suffering from hunger and poverty. In conjunction with the drafting of the new 2030 Sustainable Development Agenda, adopted by the UN and its Member States, Italy aimed to offer a platform on which countries, companies, organizations and visitors from all over the world could debate the creation of a sustainable nutrition system accessible to all.

Thanks to its theme, Expo Milano 2015 was able to involve the international community as a whole, and foster

a plurality of ideas and debates.

All of the participants were able to express their culture and views on the global future of nutrition, proposing traditional recipes and showcasing raw materials. For six months each country – from the largest States to the remote Islands of the Pacific – had the opportunity to recount their own view of the world and the challenges their own inhabitants face every day: drought, malnutrition, obesity, climate change, pollution and much more.

The Universal Expo was an **important moment of reflection on the history of mankind and its food production techniques**, on the quest for new, more sustainable technological applications. Stakeholders from all over the world, including five major international organizations, gathered at Expo Milano 2015 to investigate the possible future equilibriums in the relationship between man and nature, especially in light of the most violent global transformations (temperature rise, deforestation, desertification, water pollution) caused by human intervention.

These themes concern the entire world population: the survival of life on Earth depends mainly on future evolutionary scenarios that we must address together. The choice of the theme was strategic: on the one hand, it was an issue of international significance and interest; on the other, it was an opportunity **to show the best of Italy's traditions and creative and entrepreneurial potential.**

This is why, as host country, Italy was ideally suited to promote healthy lifestyles and sustainable production processes: best practices in agriculture, stock farming, certification and biodiversity safeguards, and in adopting specific economic-financial policies and strategies, in addition to taking on concrete initiatives. The *Made in Italy* and the *Italian Way of Life* where central elements of the six-month exhibition, during which Italy presented the best of its agricultural and food excellences, illustrating its main food production lines and offering visitors its quality products. Expo Milano 2015's focus on "Feeding the Planet, Energy for Life" resonated deeply with the Italian people, given the bond Italians have with their food and wine traditions.

This bond may seem exclusive to Italy, but it is actually felt throughout the world, because everyone's life and the life of the planet depend on food. To give every people the opportunity to showcase their offerings - a prerequisite for the development of a truly universal theme, Expo Milano 2015 facilitated and supported the presence of **80 developing countries inside the thematic clusters.** These were actual cultural, financial, social and political laboratories connecting participants from every corner of the globe. At the same time, involving **the non-profit sector and private entities** allowed for an in-depth analysis of the theme's various aspects. Indeed without the contribution of the world's most important NGOs and of a vast network of small and medium civil society associations -gathered inside Cascina Triulza - this reflection on

From Italy a theme for all

future food sustainability policies, which governments will need to adopt, would not have been possible. Similarly, the discussion of agricultural policies, food production and distribution would not have made sense without the involvement of entities, such as private companies, that contribute materially to feeding the majority of the world population. Along this journey open to many voices, a thematic guide proved necessary to frame the general structure of the event - a task that Expo Milano 2015 assigned to the

United Nations. For the first time at a Universal Expo, the UN did not have a dedicated Pavilion but acted as an *advisor* on all of thematic issues with **a widespread presence throughout the Expo site**, centered on the "Zero Hunger Challenge" project.

An active and insightful participation – that culminated in the World Food Day celebrations – vital for re-launching international cooperation on the global themes tied to nutrition and for reinforcing the theme's centrality to the event.



3.2

Everything is the Theme, the Theme is Everything

With “Feeding the Planet, Energy for Life”, Expo Milano 2015 placed the quality of food at the center of the Event.

Starting with the first edition in London in 1851, the great Universal Expos were global events dedicated to innovation, education and cooperation throughout the world. Over time, these “Olympics for progress and international cooperation” began to focus on specific topics, also thanks to the role of the International Exhibits Bureau. In 1998, it was decided that each edition’s chosen theme would be based on topics of global interest. Over the years, the chosen topic would become the focus of the event, which is exactly what happened at Expo Milano 2015.

In Milan the theme truly permeated every installation and its contents, but above all, it permeated the visitor experience, through the principle of inclusion and learning that put the visitor at the center of the Expo, both physically and mentally. The guidelines for participants’ pavilion construction were also





based on this principle, inviting them to design and build pavilions open and available to visitors, with a schedule of events that was not only fun but also educational. The same idea was also applied when organizing the business forums and the reuse program at the end of the event. **The strong presence of the theme was perceived in every detail of the Expo site**, thanks to a continuum approach adopted by all participants and connecting every activity. An effort that made Expo Milano 2015 a unique and exciting experience, an educational journey through the various interpretations of the theme.

The Universal Expo platform allowed for the expression of a plurality of voices and needs, often conflicting, but always focused on the **central role of food as a consumable good and as the result of a productive process**. A dualism that affects the endless quest for human equilibrium between nutritional needs, fulfillment of desires – since food is also taste, pleasure, social relations – and the protection of global resources. Participants were able to closely adhere to the theme thanks to Expo 2015 S.p.A.'s leadership in providing exact set-up guidelines and carrying out regular quality inspections during the construction stage.

Each project focused on a specific Theme Statement where each country listed reasons, methods and objectives of its participation. During the review process, the Organizer requested a change to proposals that were too generic or irrelevant to the theme: thus driving each participant to give their best, and the results paid off. With this approach, the underlying theme could permeate the Pavilions and all of the other Expo installations, as well as the events schedule, with a fluidity that guaranteed the visitor an inclusive and fully immersive experience. The need to be strongly theme-oriented was coupled with the ambition of offering a pleasant and educational visitor experience. This combination of theme and content culminated in the food presentations of over 150 restaurants and hundreds of samplings daily. Pavilions also highlighted

> For details of the Master Plan,
see **Chapter 5**

A profound reflection in every component

technical details, such as setting aside a minimum of 30% green space.

In addition to supporting participants during the planning stage of their pavilions and schedules of hosted events, Expo 2015 S.p.A coordinated the interpretation of the Theme in the Clusters, the Pavilion Zero, and the other four thematic areas: the Future Food

District, the Children's Park, the Biodiversity Park and Arts & Food at Milan's Triennale. The practical realization of these projects was assigned to public and private, national and international partners, and members of the academic, artistic, scientific and communications world. This cooperation led to a remarkable mix of education and entertainment.





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THEMATIC INNOVATIONS OF EXPO MILANO 2015

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THE PAVILION ZERO

The Pavilion Zero was the first structure of the Expo that visitors encountered. It introduced the theme, presenting the “Best Sustainable Development Practices” and giving an overview of the Universal Expo philosophy.

At the entrance was the inscription “Divinus Halitus Terrae” (Earth’s divine breath). Inside was an almost 5,000 sq. mt. exhibitions space, retracing man’s nutritional history, which was linked to the “Zero Hunger Challenge” promoted by the United Nations. Along the 12 parts of the exhibit were UN steles, with stories related to the theme of the room they were located in. These stories illustrated the close relationship between the theme and one of the United Nations’ fundamental missions: guaranteeing access

to food to allow present and future generations to lead healthy and productive lives. This is the thematic route offered by the Pavilion Zero, one of the largest and most fascinating thematic areas ever built at a Universal Expo.

Expo 2015 S.p.A. launched the idea of having a structure introduce the theme, and handled the planning of the Pavilion Zero under the guidance of Michele de Lucchi and Davide Rampello. The development of the thematic and scientific content, instead,

was the work primarily of the UN team and Italian Development Cooperation.

At the end of the event the Pavilion Zero – winner of several international prizes, including the 2015 Wallpaper* Design Award – ranked as one of the most visited structures, giving visitors an unforgettable experience. Its realization was a triumph of human knowledge and confirmed Italian ingenuity in art and architecture, which, in this case, merged with the experience of the United Nations’ specialized agencies.



THE THEMATIC CLUSTERS

An innovative process at Expo Milano 2015: the thematic clusters allowed developing countries – and other participants who did not build their own pavilion – to have a dedicated space for interpreting the Theme.

Together with the Pavilion Zero, the thematic clusters were the result of the creative and financial efforts of Expo 2015 S.p.A. to guarantee each participant country its own personal development of the theme.

Prior to this, no Expo organizer had ever conceived a similar solution: countries without pavilions were usually grouped together in the same space, where they had a fair stand.

The innovative solution of Expo 2015 S.p.A. was to build actual villages where each country had its own space and a common area as a meeting place among cultures. This shared space formed the heart of the clusters, which always kept the theme alive. The countries enhanced their own participation through a program of events, tastings, and an exhibit dedicated to each cluster's specific theme.

It is on the basis of this model that the clusters expressed their specific thematic identity (Agriculture and Nutrition in Arid Areas – The Challenge of Water Scarcity and Climate Change; Islands, Sea and Food; Bio-Mediterranean – Health, Beauty and Harmony) or the lines of production (Rice - Abundance



and Safety; Coffee – The Engine of Ideas; Cocoa and Chocolate – The Food of the Gods; Cereals and Tubers – Old and New Crops; Fruits and Vegetables, The World of Spices).

The principle of non-geographically organized clusters – applied also to the countries lined along the Decumanus – thus guaranteed 75 participants and 2 international organizations the same visibility and relevance as the individual country pavilions.

The idea of the clusters **was a success for Expo Milano 2015**: the numbers prove it – they were among the most visited areas, offering a pleasant experience even on days of greater influx – as does the passion with which the countries animated them. The Clusters gave an extraordinary added value to the theme of dialogue, interaction and sharing – the same concept

that guided our synergetic work with the United Nations, seven Milanese universities, the Expo Scientific Committee and the various partners, sponsors and *content providers* who believed in this initiative.

The project was made possible by the Cluster International Workshop, a workshop organized by Expo 2015 S.p.A. in cooperation with the Polytechnic Institute of Milan, with the participation of students and teachers of numerous Milanese, national and international universities, who devised the architectural concepts of the thematic clusters.

But it was, above all, the constant dialogue between Expo 2015 S.p.A. and participating countries that allowed for shared decision-making for each cluster theme and, subsequently, for the assembly of the pavilions.

THE MILAN CHARTER IN NUMBERS

1.5
million
signatures

3.5
billion
**potential
readers**

5
thousand
**experts
involved in
its writing**

19
languages

3.3

The Milan Charter: The Heart of Expo

The legacy of Expo Milano 2015, as with all Universal Expos, has inspired the world to conceive projects and make decisions that will impact the future of the Planet.

With the aim of giving global resonance to the theme, Expo Milano 2015 worked in earnest to create a document that would allow everyone to contribute, each in their own way, to the development of the theme and related initiatives, to face humanity's most relevant problems. It is the modern Universal Expo tradition to adopt a final declaration to orient the thematic political debate among countries at each edition. In this regard, Italy and Expo Milano 2015 went one step further: if the chosen theme was to have meaning for every citizen and for every component of modern society (whether countries, organizations, associations or businesses), Expo Milano 2015's "political" document had to be something different and more engaging. It could not be a purely political legacy, but an authentic charter of

commitments that humanity would make to ensure that that agricultural practices be planned with the inclusion of sustainable development policies. This is the only answer to Expo Milano 2015's question: "Is it possible to guarantee all of humanity good, healthy, satisfactory and sustainable nutrition?" This is the starting point from which the Milan Charter originated.

On the initiative of the Italian Government and Expo 2015 S.p.A., and developed with the scientific support of the Giangiacomo

A tangible sign of the commitment to affirm access to nutrition as a fundamental human right

Feltrinelli Foundation, the Milan Charter aims to remind every citizen of their responsibility toward future generations and to provide a valuable contribution to the Sustainable Development Goals adopted by the United Nations. In calling on individual engagement to enact change, the Charter was submitted not only to participating countries but also to all the visitors and authorities that took part in the event. The Charter thus became an instrument for global citizenship in its battle against malnutrition, and in its efforts to promote equal access to natural resources and guarantee the sustainable management of production processes. Every individual, family, culture, and country offered its own contribution, with no possibility of opting out.

"A more just future also depends on us"

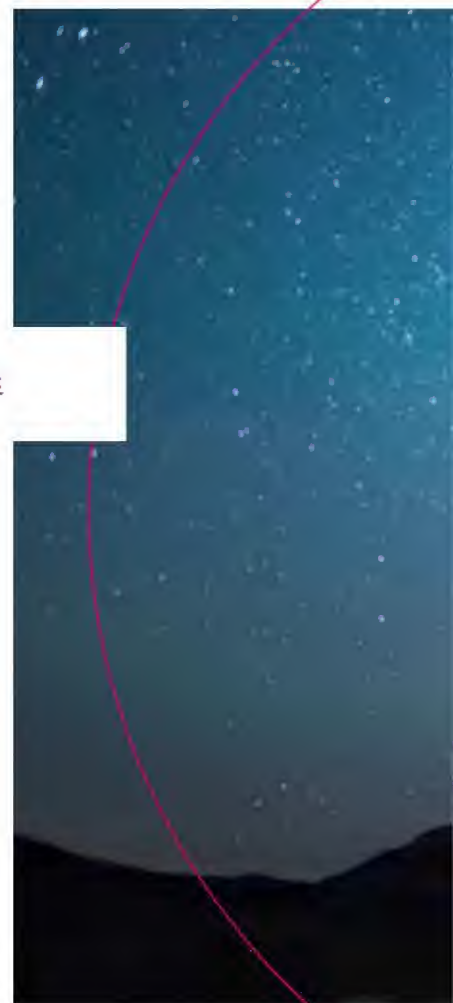
at the location in which Italy hosted the world - Palazzo Italia - where visitors could become familiar with and sign the document. At the end of the Italian exhibition, a reception center was set up for visitors, including heads of state and government, to learn about the testimonials and contents of this initiative and digitally sign the Charter.

"Only our collective action [...] will enable us to overcome the great challenges relating to nutrition": a clear declaration of intent that confirms the commitment of governments, international institutions, companies, associations and citizens in adopting global policies, rules and practices that are able to guarantee a more sustainable future and safeguard the right to nutrition for all of Earth's citizens. This is how the text of the Milan Charter begins - with a founding principle that can be supported only through a mobilization of individuals.

The Milan Charter was the most important message of Expo Milano 2015 and was introduced



Watch the video
of the Milan Charter:
goo.gl/Gyiwcr





THE COLLECTIVE DRAFTING OF THE MILAN CHARTER

To promote the extensive **involvement of prominent international figures** from the institutional, scientific and business world, it was decided that the Charter would be drafted in three consecutive stages. The first important stage occurred on February 7, 2015 at the HangarBicocca, in Milan, with an intense day of thematic debate and information sharing – organized by the Ministry

of Agricultural Policies in cooperation with Expo 2015 S.p.A. In addition to the experts, researchers, scholars, and top business executives, representatives of civil society and the Expo's participating countries were also present. The actual drafting of the document was split in two distinct moments: the first took place on March 28, 2015 at Palazzo Vecchio in Florence; the second

on April 18, 2015 in the Theaters of Pompeii. On April 28, 2015, the Milan Charter was officially presented as a common, **shared document attesting the commitment to and awareness** of nutrition and sustainability of all the signatories.

The four main thematic debates centered on new economic and production models; current methods of agriculture for sustainable development; the use of technology to combat **social and economic** inequality in the cities; and the strong social and cultural value of food. The high turnout of **institutional, academic, business and cultural** leaders at the preparatory meetings for the Milan Charter validates its relevance and authority. The success of these efforts lies primarily in the ability to create a vast, cross-cutting network that boosts activities already underway and involves experts who make a substantial contribution.



By the end of the event, 1.5 million people had signed the Milan Charter, in person or through the web portal, where it is still accessible and translated into nineteen languages. The signatories include both ordinary citizens and world leaders and Nobel prize winners, such as Sergio Mattarella, Matteo Renzi, Angela Merkel, François Hollande, Dilma Rousseff, Evo Morales, Akie Abe, Alassane Ouattara, Amartya Sen, and Shirin Ebadi. On the strength of this broad consensus, the document was symbolically delivered to Ban Ki-Moon, the United Nations Secretary-General on October 16, 2015 on the occasion of **World Food Day**, one of the most important events of Expo Milano 2015, promoting equal and shared access to food resources. It was the highest moment of the Universal Expo.

In light of this collective effort and the broad support of visitors and the international community, the Milan Charter is, without a doubt, one of the greatest cultural legacies of Expo Milano 2015. This document marked the crowning achievement of the goals of Milan, Italy and the Universal



Expo, leaving a legacy with a powerful global message that affirms the right of the world's inhabitants – both present and future – to healthy, safe and nutritious food. The Charter is an instrument at the service of sustainable development, through which Italy consolidated its leadership role in the global debate on world food policies.



and debates on nutrition and the need to find more sustainable ways of life and production for the planet – a journey whose starting point was the Pavilion Zero.

3.4

A Laboratory of Ideas for the Future

The many projects tied to the Expo formed a legacy dedicated to good and healthy nutrition, preventing food waste and favoring universal equality.

Expo Milano 2015 provided a global discussion platform on which participants could express their views on various aspects of nutrition and sustainable development. Expo Milano 2015 was a formidable springboard of ideas and reflections on the future of agriculture and global food production. Many theme-related programs were developed before, during and after Expo – a true focal point for Milanese excellences, including Italian and international scholars.

The general post-event continued in the wake of what had been achieved, through further education

➤ **FEEDING KNOWLEDGE
AND BEST SUSTAINABLE
DEVELOPMENT PRACTICES**

➤ **WE-WOMEN FOR EXPO**

➤ **FOOD ACT**

➤ **MILANO URBAN FOOD
POLICY PACT**

➤ **CHARTER AGAINST
DISCRIMINATION**

FEEDING KNOWLEDGE AND BEST SUSTAINABLE DEVELOPMENT PRACTICES

It was inside the largest thematic area of the Expo grounds, the Pavilion Zero, that Expo Milano 2015 introduced a selection of the world's Best Sustainable Development Practices. The initiative satisfied the BIE requirement of selecting, rewarding and proposing at the Universal Expo virtuous examples tied to the theme. In keeping with a broader, global cooperation proposed by the Milan Charter, Expo Milano 2015 created the Feeding Knowledge program to select these initiatives. The Mediterranean Agronomic Institute of Bari (IAMB/ CIHEAM) and the Polytechnic of Milan created an international network of experts – with a strong presence in the Mediterranean and subsequently opening local offices in Albania, Algeria, Italy, Jordan, Lebanon, Macedonia, Morocco, Palestine, Tunisia, Turkey – to share applicable best practices to solve nutritional problems in developing countries. Five themes were tackled and translated in as many fields of research: sustainable management of natural resources; improvement of the quality and quantity of agricultural production; social-financial dynamics and global markets; sustainable development of small rural communities in marginal areas; food consumption models. The White Papers and an International Scientific Network on Food Security, bringing together over 3,500 organizations and over 2,500 scientists, were the result of an in-depth analysis of these best practices for food security. It is thanks to this Network, supported by a special digital platform, that Expo Milano 2015 was able to select the Best Sustainable Development Practices: 18 leading projects to resolve theme-related challenges. The launch of the selection process

was announced globally on the occasion of the signing of the UN Participation Contract, at the FAO Headquarters in Rome on November 14, 2013. Of the 786 projects originally proposed, 749 were admitted to the assessment stage. To guarantee the highest standards, the proposals were analyzed by an expert International Selection Committee that, under the guidance of H.S.H. Prince Albert II of Monaco, chose the winning projects. The "golden medal" went to Africa, with as many as seven winning projects; followed by Asia, with six; the American continent, with three; and Europe, with two. The five most representative projects were featured in multimedia installations, while the other thirteen were given photography exhibits.

Italy's country system of excellences proved decisive also in the selection of the 70 projects submitted to the Foreign Ministry through Italian Cooperation.

There were six winners, two of which received top ranking. This result shows the importance that Development Cooperation attaches to improving agricultural production throughout the world.



EXPO MILANO 2015 BEST SUSTAINABLE DEVELOPMENT PRACTICES

THE TOP FIVE

1

"Pasture user groups for sustainable rangeland management in Mongolia" organized by the Mongolian Ministry of Industry and Agriculture

3

"Regional Network to support small producers of coffee" designed by the Foreign Ministry and by Guatemala's National Coffee Association and implemented in Guatemala

4

"Africa milk project: love your land, fight poverty, drink milk," developed in Tanzania by the Tanzanian Association of NjoLIFA Farmers, the NGO - CEFA and Granarolo Group

2

"Intensification of agriculture by strengthening cooperative agro-input shops" developed by the IARBIC – Food and Agriculture organization of the United Nations – and by the Niger Union of Farmers' Federations

5

"Food is a Resource to secure tangible assistance and Inclusion to the deprived" implemented by the Banco Alimentare Non-Profit Foundation in Italy



INTERNATIONAL SELECTION COMMITTEE FOR THE EXPO MILANO 2015 BEST SUSTAINABLE DEVELOPMENT PRACTICES:

- PRINCE ALBERT II OF MONACO - PRESIDENT: *President of the Albert II of Monaco Foundation*
- MR. GONZÁLEZ LOSCERTALES - VICE PRESIDENTS: *Secretary-General of the BIE*
- MR. MAURIZIO MARTINA - VICE PRESIDENTS: *Italian Minister of Agriculture and Forestry*
- MS. WIDED BOUCHAMAQUI: *President of the Tunisian Union of Industry, Trade and Handicrafts*
- MR. ANDREA ILLY: *Chairman and CEO of illycaffé*
- MR. ALBERTO PIATTI: *President of the AVSI Foundation*
- MS. LIVIA POMODORO: *President of the Court of Milan*
- MR. JEFFREY SACHS: *Director of the UN Sustainable Development Solutions Network*
- MR. SEBASTIÃO SALGADO: *Brazilian social documentary photographer and photojournalist*
- MR. TESFAI TECLE: *Kofi Annan Foundation and former ADG Technical Cooperation of FAO*
- MS. PAOLA TESTORI COGGI: *Expert on Health and Food Security*

WE-WOMEN FOR EXPO

An initiative realized in cooperation with the Foreign Ministry and Arnoldo and Alberto Mondadori Foundation, WE-Women for Expo presented strategic thematic projects to **raise awareness and interest in the role and rights of women**, by tackling crucial issues, such as nutrition, food safety and sustainable production of food through a woman's perspective.

In the majority of countries, especially in developing countries, women are the managers of their family's savings.

Women's ability to care for others and share food was viewed by Expo Milano 2015 as essential to forming an inclusive and open society. WE-Women for Expo was located in a space inside the Italy Pavilion where more than one hundred events were hosted with the involvement of important networks, institutions and opinion leaders, and a program of dedicated initiatives, such as Women's Weeks.

As with most Expo activities, WE-Women for Expo was meant to create enduring legacies, going beyond the six months of the event – which explains the

proposal unanimously approved by the BIE's General Assembly to renew this innovative format for future Universal Expos.

The main objective of WE-Women for Expo was to **involve professionals and entrepreneurs** from various sectors, and channel their experience through positive and cooperative competitions. There were two competitions dedicated to Italian women: "Projects by Women" selecting the most virtuous "pink" startups, and "Projects for Women" awarding the best projects designed to improve women's quality of life.

There were four **initiatives dedicated to female empowerment**, with artists alongside ordinary women intervening concretely in this timely debate. The artistic Global Creative Thinking Project invited a group of international artists to draw inspiration from nutrition to create a multimedia and multisensory installation with music, acting, art, flavors and fragrances.

"Women Entrepreneurs," with the support of the Milan Expo





38

Projects
by the Ministry
of Health

INCLUDING

29

related to the call
for projects on women's
empowerment

7

initiatives
as part of
Women's Weeks

25

Exhibitions staged
of which 24 about initiatives
rewarded by the call for
projects for women and
the contemporary exhibition
"Moods of an Indian Wedding"

2015 Foundation, Giuseppina Mai Foundation, and Accenture, gave awards to the three best examples of female entrepreneurship. The most social *call to action* was proposed by Expo 2015 S.p.A.'s social media team in cooperation with Italian Instagrammers and non-profit organizations: by using the hashtag **#WeEatTogether**, photographs could be shared representing the importance of food in daily life. An invitation to give an account of one's own perception of the table and

relationships created around it. The top one hundred photos were then featured at an exhibit in Cascina Triulza.

For the **Women's Weeks** - from June 29 to July 10 - the Women's Conservatory hosted 50 international events, debates, concerts, readings and shows. At the end of the two weeks dedicated to WE-Women for Expo, a symbolic World Table was set up on the Decumanus, where the various delegations offered their respective culinary specialties.

FOOD ACT

While the Milan Charter is the manifesto of Italy's contribution to safeguarding the Earth, the Food Act represents its commitment **to promoting Italian culinary traditions throughout the world** - a nation's cuisine as an example of guardianship of culinary biodiversity. Presented at Expo Milano 2015 on the occasion of the second "Forum of Italian Cuisine" and in the presence of more than forty of the most important chefs in Italy, the **Food Act was launched for the global promotion of Italian cuisine**. With the Food Act, the Italian government has decided to formally regulate the national culinary sector. This is an important turning point, showing Italy's ambition to align itself with other European countries. The Food Act shows the ability of Italy's country system to cooperate for a shared objective: bringing together cuisine and institutions to launch the *Made in Italy* brand of food and wine throughout the world.

The ten points of the Food Act promote the strategic figure of Italian chefs abroad: local cuisine ambassadors, working at "The Extraordinary Italian Taste" global launch plan.

Future actions include increasing global exports of Italian produce and farm products and financial investments for young entrepreneurs, promoting training for specialized professionals ensuring a generational change in the sector. Among the objectives also is to assist tourists who often visit Italy drawn to its culinary tradition, but struggle to orient themselves in the small towns: the aim is to plan quality tourist itineraries, connecting food to cultural traditions and hospitality. In short, the Food Act highlights Italian cuisine in order to make it more accessible to all, through certifications and quality guarantees to the consumer. A permanent organization - the Italian Cuisine Forum - was created to coordinate action and be a point of reference for the work and dialogue needed with other institutions, such as the Ministry of Agrifood and Forestry Policies, the Ministry of Foreign Affairs and the Ministry of Cultural Heritage and Tourism.

Providing the right answers
to a world that wants Italy
at the table



**In a moment of unique visibility,
Italy was dedicated to promoting
virtuous nutrition models
in its food and wine culture**



MILAN'S ANSWERS TO THE GLOBAL CHALLENGES OF SUSTAINABLE NUTRITION

Milan's local excellences, hosted by the Universal Expo, also rose to the challenges launched by the theme. In the belief that incentives for sustainable development can and must come from regional realities that the **Milan Urban Food Policy Pact (MUFPP)** was created. This international pact was signed on the occasion of Expo Milano 2015 by over one hundred cities from all over the world, creating a **global network for food exchange and management** based on equality and environmental sustainability. The initiative, led by the City of Milan, was

strongly supported by the Italian Ministry of Foreign Affairs. The cooperation of the participating cities was regulated by an "Action Framework" that offered a series of strategies to develop more efficient and sustainable food systems. The "Recommended Actions" covered a number of sectors and often required the contribution of many entities to spur the widespread participation needed to reach the objective.

Based on the Expo's commitment to safeguarding the right to food, a documentation and study center on food regulations and public policies was set up on February 17, 2014: the **Milan Center for Food Law and Policy**. In addition to carrying out educational work and cataloguing, the Center analyzes public policies, collects best practices, builds and feeds the international network, organizes meetings and workshops. The Center's objective is to **enhance the cultural and scientific opportunities originating**

from Expo Milano 2015, by collecting and cataloguing public or public-private legal documents on the right to nutrition for all. In this manner, the event leaves an additional intangible legacy of knowledge on national and international law, and on the right to nutrition, made available to researchers and citizens. The Milan Center for Food Law and Policy was established with the participation of the Lombardy Region, Municipality of Milan and the Chamber of Commerce of Milan.

▶ CHARTER AGAINST DISCRIMINATION

Expo Milano 2015 proved to be a formidable host to visitors from all countries, regardless of ethnicity, gender, disability, religious belief, age, orientation or sexual identity. The themes on **management of diversity and inclusion** played a central role in the event – in the programs and activities that were conceived and promoted by participants and



disabled persons, but also to the elderly, pregnant women and anyone with mobility or physical impediments, Expo 2015 S.p.A. worked with the leading associations in the sector. Guest and customer care facilities, services and communications for persons with special needs were created so that every visitor would have the opportunity for a full, 360 degree experience. Expo Milano 2015 was an event open to the young and old, thanks to special programs such as the School Project, the Children's Park of Cascina Triulza, dedicated to children and, in general, **to persons with mobility impairments** that allowed the elderly to move freely and easily throughout the Expo grounds. Vital to further enhancing the Expo's hospitality were the over 12,000 volunteers of all ages who assisted and helped visitors. Representatives of the world's main religions also gathered at Expo Milano 2015, on a symbolic symposium highlighting the two meanings – the physical and spiritual – of food, and echoing back to the Universal Expo's multicultural character.

partners along with Expo organizers. Thus the Milan Charter is an important legacy against discrimination, signed on the day dedicated to the BIE (October 30, 2015) by 76 associations, 12 of which participated in Expo Milano 2015. The main invitation was addressed to future Expo organizers so that they commit, **with concrete actions, to welcoming visitors** from every walk of life to future Universal Expos.

Expo Milano 2015 wished to welcome the entire world – an action made possible only by opening its doors to everyone without distinction. That is why the equality theme was tackled with so much energy – so that this important message would have a positive influence on the global community. To make the Expo grounds accessible not only to

3.5

Engaging People Around a Global Theme

The success of the Universal Expo was made possible by those who believed in it and made it their own, such as volunteers and youth.

Expo Milano 2015 made the visitor its focal point when reflecting on the theme, as a lens through which to glimpse the future relationship between man and food. For the first time in history, at a Universal Expo, the individual was the focal point around which the Expo site were designed and planned. Therefore, in addition to the theme, the people were the second essential element of Expo Milano 2015. The human component helped make the event possible also by *word of mouth*: the visitors themselves made it known,

A shared
desire to
participate
animated
the event

talked about it with friends and family encouraging them to see the Universal Expo with their own eyes, and post enthusiastic photos and comments on all social media. There was a desire to participate, to be there, and to discuss the theme.

**Expo Milano 2015 opted
for interactive and
performative content
rather than the traditional
exhibit format**

The role of Universal Expos has changed. Expo 2015 S.p.A. realized that it would not be enough to build grandiose architecture to showcase the theme: a **combination of form and content** was required to create a place of learning and enrichment. To further promote discussion and reflection, Expo organizers also focused on the value of the individual, by designing an engaging visitor experience. The site, the pavilions, the thematic content, and the hundreds of events that took place at Expo Milano 2015 were designed and planned to **ensure the visitor's active enjoyment**. The planning of the Expo grounds was inspired by the will to create a two-way flow of communication with visitors. The educational and entertainment character of Expo Milano 2015 offered a variety of issues on which to reflect and a model for the future. It was a **cultural experiment of endless variations**. There was broad

participation also thanks to a rich and varied schedule of events, performances, shows, debates and best practices – pivotal experiences sparking reflection and thought. Breathing life into the theme that, in addition to being surprising, offered applicable teachings to the daily quest for proper and healthy nutrition in the future.

Expo Milano 2015 prioritized the involvement of the younger generations, who participated with remarkable enthusiasm. The **"Expo Generation"** includes all youths who, visiting the event, were fascinated and continue to show interest in its themes. Without experiencing the Universal Expo, it would have been difficult for so many young people to come into contact with so many different cultures, and become part of an international network that still continues to grow.

It is the same "Expo Generation" that Italy's country system successfully engaged during Expo Milano 2015, in the belief that only through education will humankind be able to guarantee everyone good, healthy, sufficient and sustainable nutrition. Expo's relationship with young people was strengthened by the initiative dedicated to hosting schools and to educational systems, the **School Project** – a complementary program

of Expo Milano 2015 providing students with the most adequate tools to get the most out of their visit. It was the largest coordinated, cultural experience ever organized in Italy: **2 million students on school trips to Expo Milano 2015** from every region of Italy and from abroad.

The program was divided into four main stages: the explanation of the theme through direct meetings and multidisciplinary

educational itineraries; the launch of competitions to collect the best ideas relating to nutrition and sustainability; the invitation to visit the Expo site by creating ad hoc itineraries, with games and events for optimal enjoyment; and the collection and sharing of projects selected on dedicated web platforms.

To promote the initiative, Expo 2015 S.p.A. created a special student ticket for only 10 euros (about a quarter of the full price).



Young people and students helped imagine future development



Expo's first contact with schools occurred in 2013, through a pilot program that involved 39 schools from the City of Monza. From that moment on – thanks to cooperation between Expo 2015 S.p.A. and the Ministry of Education, Universities and Scientific Research – the project was extended nationally. The visit to Expo Milano 2015 started in the classrooms, where students conducted in-depth studies of the various content related to the theme (also thanks to technological platforms created by the Expo organizers), before going to Milan to visit the different country pavilions and thematic areas. As part of preparations for the visit, during the 2014/2015 school year, **scholastic competitions were launched** such as, "The School for Expo Milano 2015," which included preschools, and "Together in Expo," a project designed for the 8-18 age range. The two competitions envisaged the selection of more than 3,000 proposals from 750 schools, many of which were showcased at Palazzo Italia. In effect, the students themselves took on a **leading role at the Italian Pavilion**: here visitors and foreign delegations were able to listen to their own research presentations. The School Project was an educational experience that allowed students to approach issues of vital significance to our future and theirs. Above all, it was an initiative that lives on: still today, participating schools are working on the selected itineraries, by adapting them and continuing the reflection process started at Expo Milano 2015.



The choice of a theme of global significance created a strong sense of ownership not only for visitors but also for the staff that contributed to the realization and management of the Universal Expo. Among these, were "special" forms of participation that enabled people to **become an active part of Expo Milano 2015** and gain hands-on experience in hospitality. The Volunteer Program offered special involvement - an active and inclusive experience that allowed almost 6,000 citizens from 18 to over 65 years of age to participate in the hospitality services offered to visitors - a unique opportunity to live an international, multicultural and multiple language experience, in addition to having a fundamental opportunity to contribute to the future.

The selection process was simple: after acceptance, the winner accessed the online training program to acquire the skills needed to manage hospitality and support activities. During recruitment,

Expo 2015 S.p.A. worked in cooperation with the Volunteer Service Center network and the National Civil Service, to involve as many volunteer associations and citizens as possible.

The legacy left by the Volunteers Program was that the **community is still active on the territory today**, while international collaborators are still active on-line and will be of valuable assistance for the organization of future large events in Italy. It was an **intense experience - of great satisfaction and inspiration** - for volunteers: according to research commissioned by Csvnet and Ciessevi at the end of the event, 96.5% of persons interviewed stated that they would volunteer in the future. Even the educational aspect of the program continues to bear fruit, thanks to activities created in cooperation with the National Civil Service and *DoteComune Expo 2015*, to continue to spread the knowledge acquired during the Expo. A particular vision also created Expo Village, a place designed to



THE VOLUNTEER PROGRAM IN DETAIL

The Program was divided into five different forms of participation:

→ **Expo Volunteers**, who committed 14-15 days, with 5 hour - 30 minute shifts per day, were adult volunteers guaranteed public transportation, a daily meal and insurance coverage. Those who completed their period of service were equipped with a tablet to keep in touch with other volunteers through the Program's social network;

→ **Civil Service Volunteers** were chosen through a special competition of the Civil Service's National Office and aimed at young people between 18 and 29 years of age. The service lasted 12 months, 6 of which took place on the Expo grounds. Work hours were 7 hours per day, 5 days a week;

→ in cooperation with ANCI Lombardy (Lombardy's National Association of Italian Municipalities) and



the Lombardy Region, Expo 2015 S.p.A. launched "**DoteComune Expo 2015**": a project based on three extracurricular internships to be completed on the Expo grounds throughout the 6 months of the event. The program was designed for young people between 18 and 35 years of age, who were unemployed or

underemployed;

→ **Volunteer for 1 day**, a project within an initiative realized in cooperation with Sodalitas Foundation aiming to involve company employees in various forms of volunteering during Expo Milano 2015. The initiative was designed for employees of partner

businesses of companies associated with Sodalitas;

→ the **Volunteers of the School Project**: students of Lombardy Region schools, were dedicated to accompanying students from other regions on their visits to the Expo, developing dedicated itineraries for them.

VOLUNTEER

The Volunteer community played a vital part in support and hospitality

host international delegations, institutional guests and a portion of the thousands of people who came to Italy from every country to work at the Universal Expo. Expo 2015 S.p.A. assigned the management of the structure to the Milanese University College Foundation – a non-profit organization supported by seven Milanese universities and by some of the city's main public and private organizations – that in the past 15 years have managed the temporary housing of thousands of students from all over the world. In Expo Village we aimed, in addition to offering high quality services, to create a multicultural and inclusive environment **to turn a "non-place" into a community** based on the

founding values of the event. Expo Village was able to optimally manage even the most critical of processes, such as the overlapping of incoming and outgoing visits or the need for a monthly review of the management procedures according to emerging needs. It was a *work in progress* that made it possible to remain flexible with guests and monitor possible problems, until achieving a methodological routine. During the months of activity (from March to December 2015), Expo Village hosted almost 5,000 people, among which General and Deputy Commissioners of delegations; Directors of Pavilions; institutional figures; staff of delegations and

participating organizations; of Expo 2015 S.p.A. and the Italy Pavilion. The most appreciated characteristics of the Expo Village were the "welcoming and pleasant" atmosphere, the "staff's friendly and understanding" attitude that also helped forge new friendships, and "the sense of safety and tranquility" that enabled visitors to relax at the end of their tours. Expo Village thus allowed the Expo Milano 2015 community to share not only work experience but also moments of conviviality, recreation and discussion around the theme. This, in turn, allowed an international network to form and grow as the cultural and social legacy of the Universal Expo.



EXPO VILLAGE IN NUMBERS



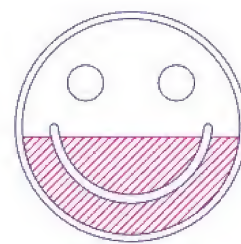
350

QUESTIONS
to measure levels
of guests satisfaction



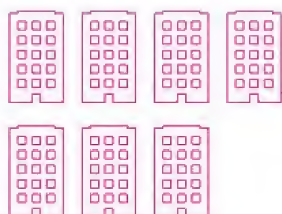
45.6%

**VERY
SATISFIED**



47.9%

**FAIRLY
SATISFIED**



7

RESIDENTIAL TOWERS

397 apartments
furnished with every comfort
welcomed



5 THOUSAND

**PEOPLE FROM
ALL OVER THE WORLD**

AVERAGE CONSUMPTION IN RECEPTION



3,020 kg
fruit and
vegetables



92,000
copies,
prints



120 kg
other foodstuff
(pasta, cookies)



11,500
scans



700 l
slush



248
car sharing
attivati



2,700 l
water



67 days
average
residence
time

PART

2/3

TOWARDS THE EVENT



MILANO 2015



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CHAPTER 4

A Team Effort

The success of the event was made possible by the country's combined forces, which united around Expo 2015 S.p.A. For all the protagonists, the journey meant responding to complex challenges with new energies and innovative proposals.

4.1

A Special Governance

Expo became a reality thanks to the generous participation of an entire system.

Making a universal event a reality, in a general scenario of financial uncertainty and in a limited amount of time: the special challenge was met by a special commitment from the country .

The set of activities required to design, build and manage Expo Milano 2015 was characterized mainly by the will-power and ability to engage the whole national system in the effort. To achieve a goal with international visibility and unique characteristics, the public administration had to cooperate closely, knowing that a shared success would only be possible through a collective effort. This was the guiding principle at the national and regional levels, as well as in relations with other countries, organizations and businesses: meeting the deadlines for the Expo, on which the clock started to tick in 2008, the moment the event was awarded to Italy, required each stakeholder to reinvent its models – to meet, face new questions, seize opportunities, and work quickly – to assure that the “machine” ran efficiently.

In this system of governance, Expo 2015 S.p.A. – the company established by the Italian government – was in charge of realizing the event. In its leadership role, Expo 2015 S.p.A. oversaw the many realities required to organize the event, and was the public stakeholder whose responsibilities included supervising all the financial aspects.

In tackling this immense undertaking, the company was aided by the willingness to participate actively and decisively on the part of every component of Italy. There was a shared sense of responsibility – a prerequisite for the Expo to succeed in every way (financial, diplomatic, logistical, official) – that connected the central government to local government, and the large stakeholders to the smaller bodies with specific tasks (environment, safety, employment).

Everyone in the public sphere, private sector or civil society, contributed their efforts toward making Expo Milano 2015 a success. During the intense preparations of the Event,

many government agencies had to contend with the need to combine their regular operations – such as inspections or safety operations by the security forces, National Anticorruption Authority, and trade unions – with the prompt action required by an exceptional initiative. This led to new agreements, protocols and practical instruments: all examples of safe and efficient prevention that would make excellent future models. This synergy produced some of its most significant and forward-looking results in the vital sector of the defense of legality and the fight against corruption and infiltration by organized crime.

There was widespread cooperation. Expo Milano 2015 sought and mobilized the energies of distant spheres, and managed to bring together foreign countries,

international organizations and the private sector, which was fundamental to the Expo. Everyone contributed actively to the long preparatory stage with ideas, suggestions, and requests, enriching the quality and quantity of offerings made solely through public resources.

Countries and companies thus joined the diverse and complementary team that, under the supervision of Expo 2015 S.p.A., created the various components of the event.

It was an inclusive organization model, open but at the same time able to transmit clear guidelines that defined the overall "Expo Milano 2015 method."

The participation of the local authorities had a decisive impact on the outcome. The Lombardy Region, the Municipality of Milan and the Chamber of Commerce

The private sector played a fundamental role

were a structural part of the Event's *governance*, as shareholders of Expo 2015 S.p.A. and organizers of many initiatives during the six-month period. They turned the Expo into a moment of transformation, development and promotion. The involvement of the local regional authorities broadened the outreach of the event, transferring the dynamism inside the Expo site to the city and to the region. Neighboring realities were also involved, such as the Municipality of Rho, where the main entrances are located, and the Province of Milan, a shareholder in Expo 2015 S.p.A. and another link to the territory's needs.

The "Expo effect" was remarkable in culture and entertainment, with an exceptional number of events, in the economic context of new businesses in addition to the culinary and tourism sectors. The energy moved along two tracks: while the world Expo accelerated projects in the region – all with a deadline of 2015 – the preparations for the event helped to promote and increase the citizens' sense of ownership of Expo Milano 2015. This experience developed into a special bond that connected visitors to the event, and the sense of pride that the Italian people felt as they followed the itinerary of the Expo site.

The legal framework.

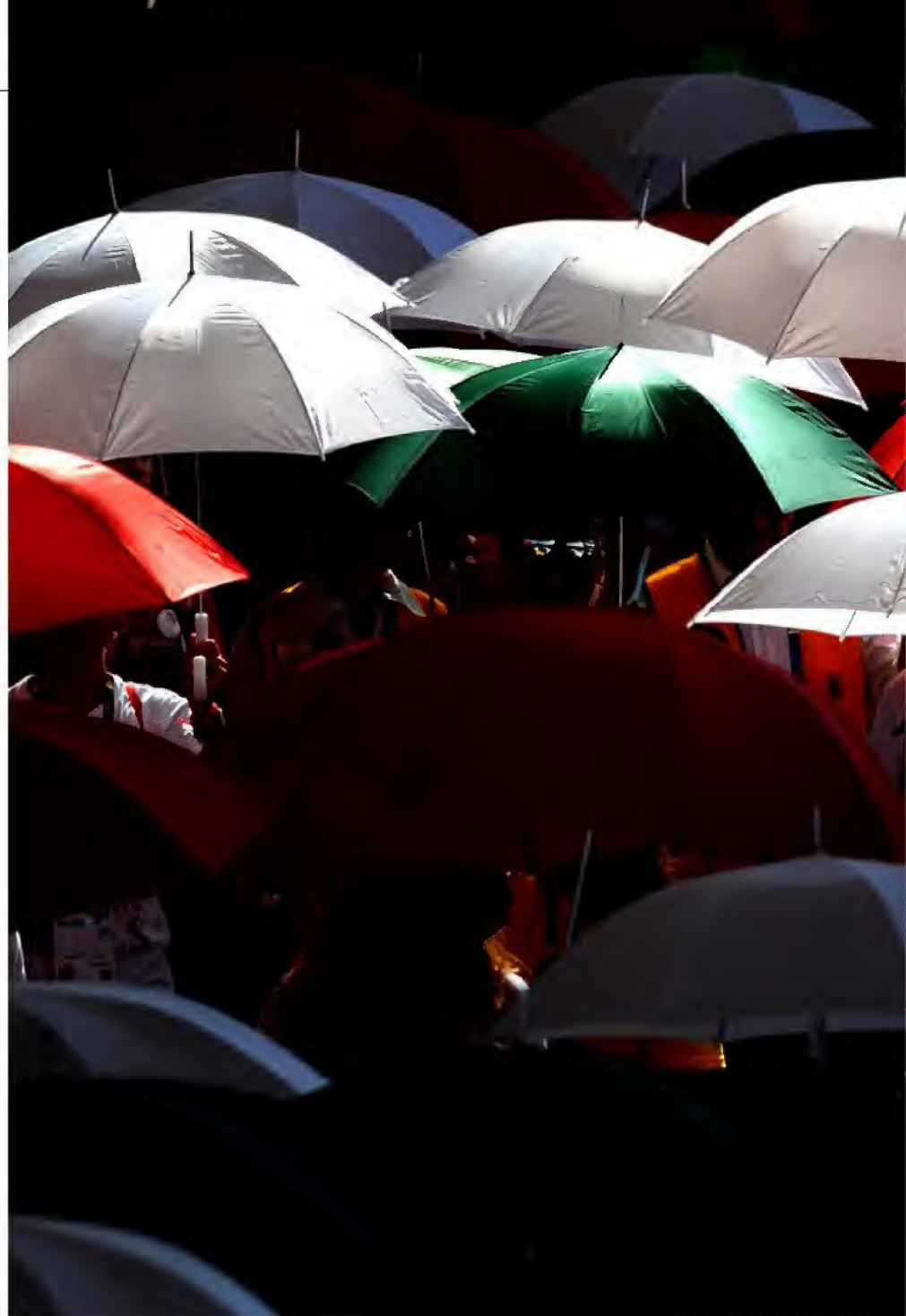
In order to guarantee the efficiency and effectiveness of the government's approach, a legal and institutional framework of reference was created for the event in 2008 (Law 133, Art. 14 of 6 August 2008; Decree of the Prime Minister of 22 October 2008), amended in 2013 and 2015 (D.P.C.M. of 6 May 2013 and D.P.C.M. of 24 April 2015).

The goal of this unprecedented new *governance* structure was to assure that the work needed to put on Expo Milano 2015 got done – and thus honoring the international obligations of the Italian Government to the Bureau International des Expositions (BIE) – by establishing a series of bodies with specific duties. The most high-level official duties were assigned to the Coordination Committee (COEM), a liaison between the organizers and the contact points in the central and local government. In May 2013 the post of overall coordinator was assumed by Undersecretary (and later Minister) of Agricultural Policies, Maurizio Martina, whom was appointed in 2015 Official Government Delegate for Expo Milano 2015.

Within the official framework, the main operative roles were the Special Commissioner of the Government (COSDE) and the Commissioner General. Both roles were later merged in the person of the Commissioner of the Government of Italy for Expo Milano 2015 – until the start of the Expo period when, as provided for by the BIE, a Commissioner General was appointed to handle relations with other countries.

The Commissioner of the Government of Italy for Expo Milano 2015 – a role assigned to the CEO of Expo 2015, Giuseppe Sala – was in charge of all the organizational duties and powers, ranging from government relations to the process of finding the necessary resources, supervising the works, participant relations, and assuring that deadlines were met. He was supported by the Section Commissioner for the Italy Pavilion (who was in charge of the country's operations as an official participant in every respect, and therefore tasked by the Government with managing the exhibit spaces dedicated to the Italian System). This role was assigned to the President of Expo 2015 S.p.A., Diana Bracco.

Coordination of regional and interrregional operations, as well as related works for areas that did not fall under the purview of Expo 2015 S.p.A., was assigned to another official mechanism, the Lombardy Board (Tavolo Lombardia), which brought together the Commissioner, the Ministry of Finance, and various local government agencies involved.



The governance framework was completed with the creation of the Expo 2015 S.p.A. company - the Organizer of the Exhibition established by the Italian Government in 2008 to plan, design, build and run the Event and the Italian Pavilion.

**An extraordinary international event
that required shared action the creation
of new agreements, protocols and
procedures to facilitate its realization**



THE GOVERNANCE

- Coordination Committee (COEM)
- Commissioner of the Government of Italy for Expo Milano 2015 (2013-2015)
- Special Deputy Commissioner of the Italian Government (2008-2013)
- Expo 2015 S.p.A. (the organizing company)
- General Commissioner of Expo Milano 2015
- Commissioner General of the Italian Pavilion
- Board for regional and interregional government matters (Tavolo Lombardia)




**A startup
that brought
together the public
and private sectors,
Italy and the world**

4.2

The Tasks and Challenges of Expo 2015 S.p.A.

A work in progress, an unprecedented role: a cross-cutting team was needed to plan, build and ultimately manage a whole world.



At the heart of a system's endeavor, the material task of bringing to life the vision of Expo Milano 2015 fell to a small group that grew bigger as the event approached.

The Expo 2015 company became operational after Milan was assigned the Expo. Its mission was to transfer the candidacy project from paper to land – from the proposal stage to the tangible reality of the infrastructure, pavilions, and visitors.

Founded by decree of the Italian Government, the company can be considered in every respect a public startup, started "from scratch" by the Ministry of Finance together with the Lombardy Region, the Province of Milan (later the Metropolitan City), the Municipality of Milan, and the Chamber of Commerce of Milan. Its job was to build a path to success, without delays or margins of error. In 2009 the structure began as a limited group of about thirty people with a budget of more than one billion euros in public resources, with the additional goal of increasing this amount by attracting external financing.

The first task was the preparation of the Registration Dossier – to be submitted to the BIE to explain the future plans for organizing the Event. Unlike the Olympics and the World

Soccer Cups, a Universal Exposition does not have a predefined recurring format: before getting started with the organization, Expo 2015 S.p.A. had to design methods and details by working on the Registration Dossier, which took over one year of study and planning. Only after the BIE's final approval, through the unanimous vote of the General Assembly in November 2010, did the practical organization and construction stage begin.

A constant of the Expo 2015 S.p.A. journey was the need to update its activity throughout the lifecycle of the event and gradually transform to keep up with evolving demands. Its responsibilities covered the entire trajectory: together with the government agencies, the Company handled relations with foreign countries during the invitation and participation stages, and managed the planning and construction of the Expo site and part of the related infrastructure. It dealt with solutions related to technology, safety, and the environment, already planning for the dismantling stage. After defining Expo Milano 2015's offerings it also had to develop a narrative and promote it to sponsors, selling tickets on the basis of what had been designed and was now being built.

This journey was also made possible by close cooperation with outside realities. Expo 2015 S.p.A. worked strategically with its partners and the private sector, setting out immediately to raise financial and work resources. Many connections led people to join the work team, thereby strengthening the combination of public and private culture that underpinned the corporation. This growth meant the quick adoption of new skills, requiring great flexibility in the group – which was, in fact, a startup that had to restart its operations over and over again. The team was staffed by a wide variety of professionals – from the fields of technology, finance and the humanities, creating a blend of remarkable fields of expertise and an international outlook – with an average age below thirty-nine (the 2015 average) and a cross-cutting orientation because of the unusual challenges that had to be addressed. Working at the

> For the legal challenges,
see **Chapter 4.4**

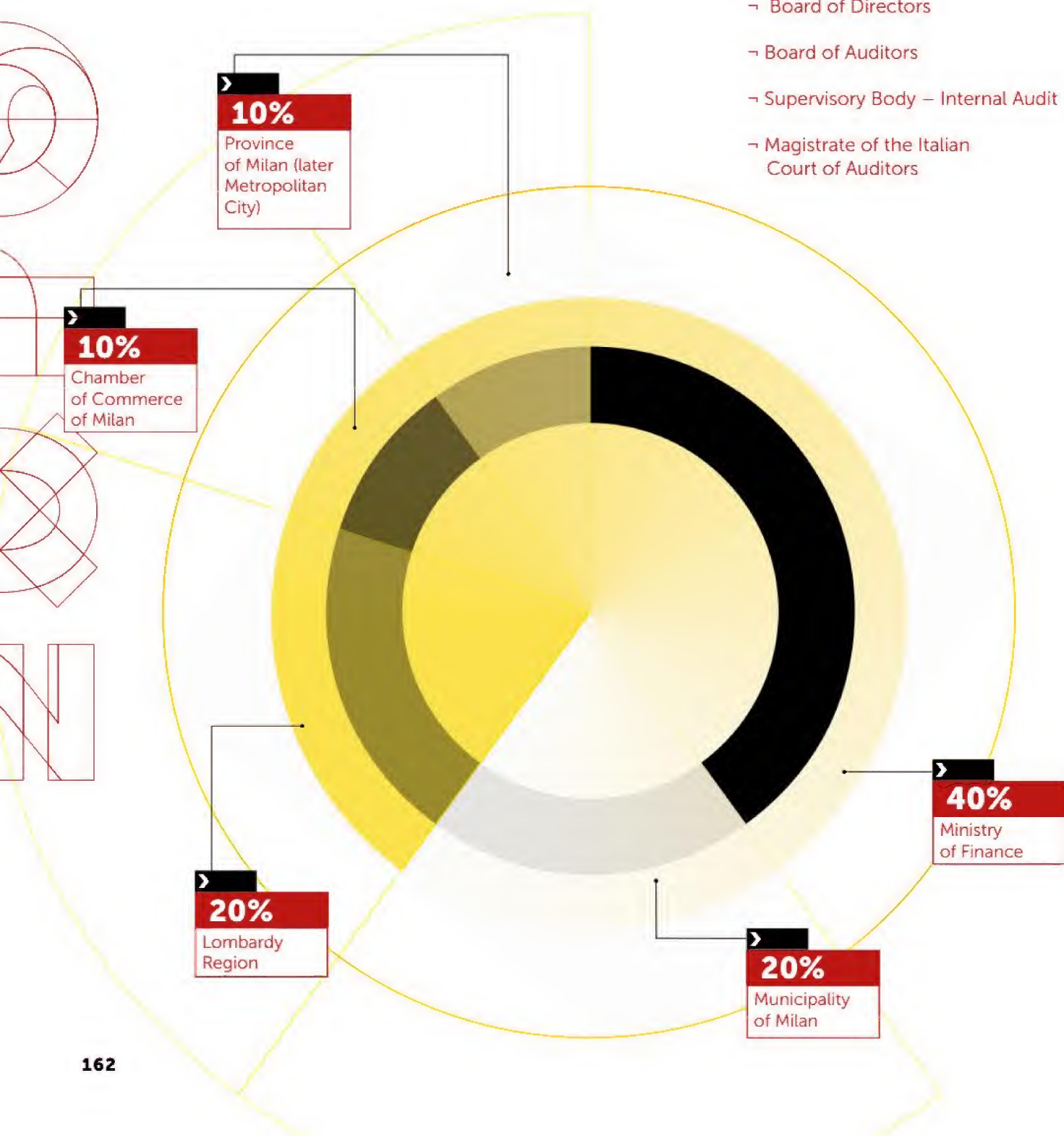
A young and dynamic team, used to unusual challenges, that ultimately included over one thousand professionals

construction site, in the offices at Molino Dorino in Pero, and on foreign missions, the human factor played an important role: as promoters of the Event, the Expo 2015 S.p.A. workers were the first to raise awareness of and spread enthusiasm for the work in progress. The team's energy and commitment never flagged, and was ready to respond rapidly in even the most difficult moments, for example, when legal challenges appeared. After working for almost seven years, the inauguration of the Expo on May 1st opened up a new phase, involving multiple management tasks, so Expo 2015 S.p.A. was transformed again. Shortly before the opening seven hundred field operators joined the team, in addition to the thousands of volunteers, everyone actively committed to ensuring that this giant machine would run properly during the six months of the Expo. At its peak, a group that had originally consisted of 30 people grew to over one thousand.

An Italian and local entity with an international mandate



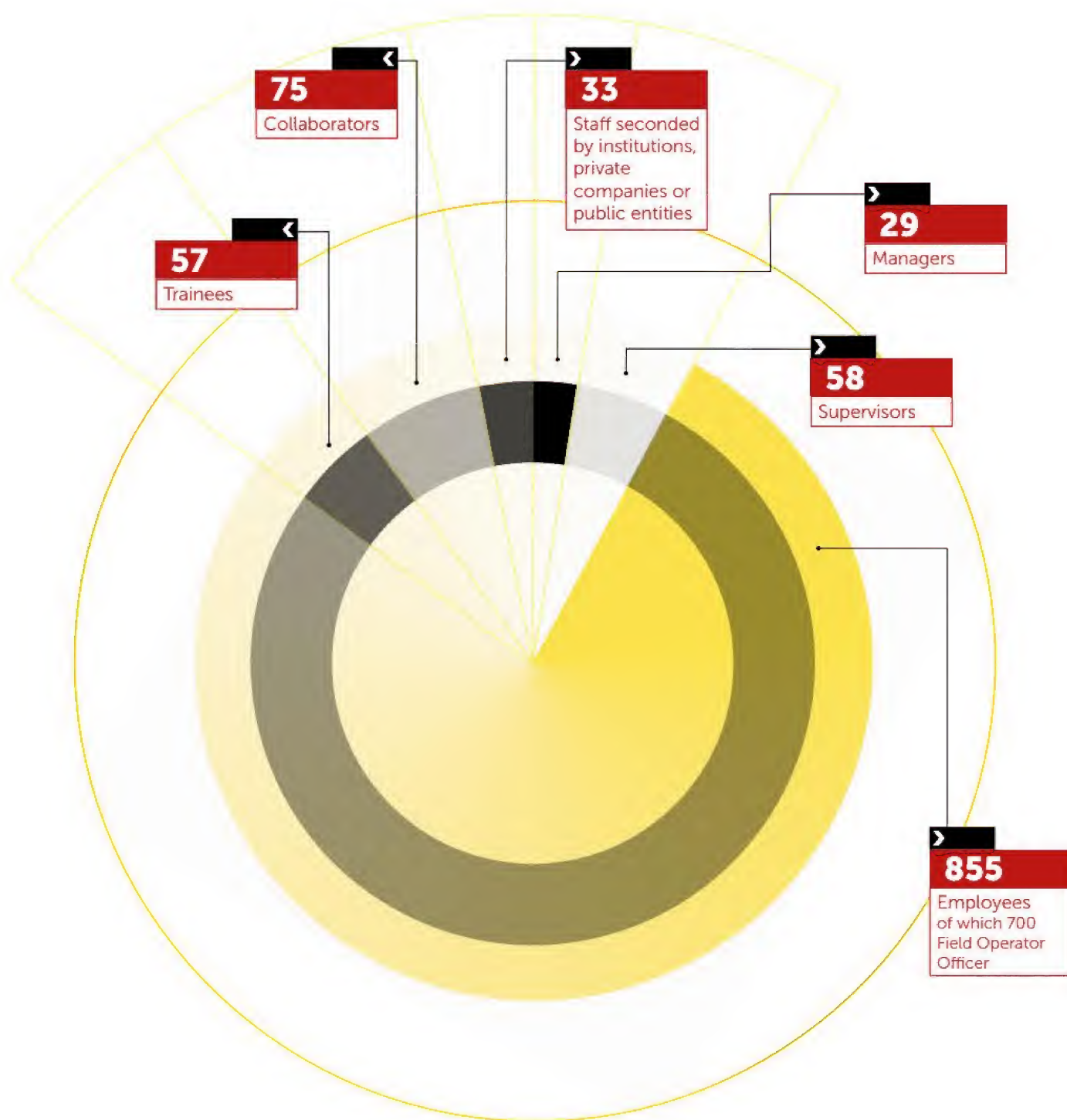
EXPO 2015 S.P.A. SHAREHOLDERS





THE TEAM AS AT MAY 1, 2015

COMPOSED BY 1,034 PEOPLE



A reality with a unique role.

A private company with public obligations and capital, Expo 2015 S.p.A.'s responsibilities included an unprecedented role, and not only in terms of the complexity of the enterprise. The BIE's regulations provide for the creation of an organizing body that can bring a large event to completion without direct control over most of its components. So it is both coordinator and executive, the facilitator of others' proposals but with regulatory powers. Expo 2015 S.p.A.'s role can be described in many ways. For all the participants and realities involved, the company acted as an orchestra conductor that kept the rhythm of the various stages of work and directed a diverse group of stakeholders through the published guidelines and work on the ground – for example in consultations and communications during construction, also known as worksite diplomacy. To put it more prosaically, it acted as a building manager, in which each participant was free to design and animate their own spaces within a defined framework of rules and relations. Up to 50% of the areas and activities of Expo Milano 2015 were realized and managed autonomously by the countries, partners or other stakeholders.

Expo 2015 S.p.A. was able to guarantee the quality of its offerings by knowing the right way to involve the participants: ensuring their visibility and centrality in the experience meant a general appeal to responsibility, attention toward what was being introduced to visitors, through a relationship centered on dialogue and the *soft power* of diplomacy rather than on the potential direction of power.

The BIE's rules and regulations provided the Organizer of the Expo with special powers.

Representing Italy and the local government, the Expo 2015 S.p.A. team had a supranational power over the Expo site as the authority for issuing rules that apply to the activities of the other countries. This may have been the most unique aspect: on the one hand it was a public company, equipped with administrative tools and subject to Italian law; on the other hand, it was a small international entity, of strategic value, called upon to govern a global but temporary city.



4.3

Support of the Italian Government and Institutions

One of the reasons for the success of Expo Milano 2015 was the mobilization of the public administration and its institutions.

The system-wide effort to ensure the success of Expo Milano 2015 started with the top leadership of the country. In the years of preparation, President Giorgio Napolitano and his successor, Sergio Mattarella, offered their support, repeatedly pointing to the Expo as a challenge that the country could and had to win. Both actively participated in the event: President Emeritus Giorgio Napolitano attended the opening ceremony while the current President, Sergio Mattarella, participated in the World Food Day festivities, alongside the UN Secretary-General, and in the closing ceremony.



In addition to the backing of the Presidents, the Expo received constant support from the prime ministers from the moment of Italy's candidacy until the closing on the Exhibition: Romano Prodi (2006 - 2008), Silvio Berlusconi (2008 - 2011), Mario Monti (2011 - 2013), Enrico Letta (2013 - 2014), and Matteo Renzi. They chaired the regular meetings of the COEM, the Interministerial Coordination Committee for Expo Milano 2015, and adopted numerous normative provisions in the form of decrees containing administrative and governance regulations.

Their direct contacts with various foreign Heads of State played a significant part in assuring the support for Italy's candidacy and the participation of countries.

The visits to the construction site in the months before the opening were critical to encouraging Italian and international workers to complete the job by May 1, 2015.

The preparation and approval of the See Agreement, an international agreement signed by Italy and the BIE to prepare the event, was another concrete example of the institutional

efforts to assure the success of Expo Milano 2015. Through the Agreement, as proposed by Expo 2015 S.p.A. and the Ministry of Foreign Affairs, the Italian Government unified in a single text all the laws the host country had to adopt, ranging from tax exemptions for the participants to regulations on imports, on the basis of international treaties. This was a first in the history of world's fairs. In 2011 a joint bureau chaired by the legal office of the Presidency of the Council of Ministers – on which the Ministry of Foreign Affairs, the Ministry of Finance and Expo

2015 S.p.A. were seated first and foremost – identified the various laws needed, thanks to intense collaboration with the main public administrations. They were then included in the final text of the See Agreement, which was signed by the Italian Government and the BIE in February 2012, and ratified by the Italian Parliament in 2013.

As the opening date approached, and the efforts and complexities of the steps needed to achieve success increased, the Italian

Government identified a person to take charge of coordinating all the operations of Expo Milano 2015 on behalf of the Prime Minister. So the final set-up was established for the strategic coordination of efforts on the part of the central and local government agencies to realize the event and develop its contents, by delegating one government member to do the job. By the Prime Minister's Decree of May 2013, this role was assigned to Undersecretary

of Agricultural Policies Maurizio Martina, who was reconfirmed for the position in April 2014. In this role, the Minister promoted the idea of development and coordinated the drafting of the Milan Charter.

But all the Ministries of the Italian Government contributed programs and particular efforts to the realization of the event, in that spirit of country system that is one of the main legacies of Expo Milano 2015.

THE MINISTRY OF FINANCE

guaranteed the allocation of public financing for the event, was the majority shareholder in Expo 2015 S.p.A. (with its own representative on the Board of Directors), and formed dedicated work teams at the Customs Agency and Revenue Agency that drafted *ad hoc* rules to facilitate the presence of the participants. It supported the enforcement of those rules through specialized personnel. One key example of how quickly customs procedures were handled, at the port of Genoa, was the quick processing of the cypress wood shipped to build the Japan Pavilion, which took just five hours. The regional agency played a strategic role, and was consulted repeatedly for opinions and assessments connected to the realization of the event.

THE MINISTRY OF FOREIGN AFFAIRS

assured the success of the international component, thanks to its constant teamwork.

> Teamwork of the Ministry of Foreign Affairs, **Chapter 2**

> THE MINISTRY OF AGRICULTURAL POLICIES

in addition to the strategic coordination assigned to the Minister, it played a key role in the development of initiatives to introduce the jewels of Italian food and wine production. Through the Convention signed with Expo 2015 S.p.A., it financed and made possible the construction of the CIBUSèITALIA Pavilion – in cooperation with Federalimentare – and the Wine Pavilion – in cooperation with Verona Fiere – in addition to initiatives to promote innovative startups in the agrofood sector.

> THE MINISTRY OF THE ENVIRONMENT

made a valuable contribution toward implementing sustainable practices, and – through a convention with the Organizer and cooperation with Bologna Fiere – enabled the creation of one of the most successful thematic areas of the Expo: the Biodiversity Park.

> Sustainability Practices,
Chapter 7

> THE MINISTRY OF EDUCATION

supported the development of the School Project, which allowed two million Italian students to visit the Expo and study the theme in greater depth.

> School Project,
Chapter 3

> THE MINISTRY OF INFRASTRUCTURE AND TRANSPORT

managed the technical aspects of allocating public funds to build the Expo site and finance major works that allowed for the orderly and safe transportation and entrance of millions of visitors to the Expo.

> THE MINISTRY OF LABOR

cooperated with Expo 2015 S.p.A. and the trade unions to implement labor regulations.

> Labor measures,
Chapter 4.8

> THE MINISTRY OF CULTURAL HERITAGE AND THE MINISTRY OF HEALTH

promoted – before and during the period of the Expo – major initiatives to promote the event and its themes.

> THE MINISTRY OF ECONOMIC DEVELOPMENT

launched important initiatives through the Italian Trade Commission used Expo Milano 2015 as a platform to develop Italy's international business relations.

> Development of international business relations, **Chapter 2**

> THE MINISTRY OF DEFENSE

through the "Safe Roads" initiatives helped to guarantee the internal and external security of the Expo site and the main transportation hubs.

> Safety apparatus, **Chapter 10**

> THE MINISTRY OF JUSTICE

put into effect special initiatives that, among other things, allowed a group of more than eighty inmates – after receiving special training – to be an active part of the logistics machine of Expo Milano 2015 during the six-month period.

> THE MINISTRY OF THE INTERIOR

stood out for its management of security and legal aspects.

Italy's local authorities saw Expo Milano 2015 as a unique opportunity to promote their own and the whole peninsula's food and wine, together with the best of its cultural and productive traditions. Their broad participation was facilitated by the National Association of Italian Municipalities, which organized a *road tour* to introduce the event throughout Italy, and by the Conference of Regions that – together with the Ministry of Agricultural Policies – promoted and financed the participation of all the regions in the spaces of the Italian Pavilion. Many strengths of the country were mobilized, not only through official channels but also through the encouragement of various organizations and associations representing agriculture, industry, and the service sector, which were active participants in the lead-up to and period of the Expo.

The long list of stakeholders that enabled the event's success would not be complete without mentioning the role of the Ministry of the Interior, which through the contribution of its political and administrative leaders, functionaries, and the deployment of its police forces, guaranteed the safety of more than twenty-one million visitors and the legal conduct of the organization. The job was done thanks to the Ministry's direct action and the coordination assigned to the Milan Prefecture.



> Safety and Security,
Chapter 10



4.4

The Legal Challenge

A strong commitment that demanded targeted measures: Expo Milano 2015 proposed an efficient model for a different mindset.

Creating a Universal Exposition requires the completion of numerous public works in a short period with a firm deadline, as well as the allocation of substantial public financing. In this perspective Expo Milano 2015's system of governance had a dual goal: on the one hand, implementing the necessary operations to guarantee the

prompt inauguration of the Expo site May 1, 2015; on the other, ensuring that they were carried out in full compliance with the law and the highest standards of transparency.

A system that responded rapidly at even the most critical moments, as in the case of arrests on corruption charges of individuals in charge of various aspects of the construction: two executives and a collaborator of Expo 2015 S.p.A., a group of directors of a public agency, and the heads of a small number of companies working at the construction site. Here, too, the public system rose to the task of immediately developing the antibodies needed to start over. The prosecutor's office conducted the investigations,

and provisions and measures unprecedented in the Italian legal system were adopted (such as bringing in the National Anticorruption Authority and placing the implicated companies in receivership), allowing Expo 2015 S.p.A. to address critical issues and successfully complete construction of the Expo site. A set of measures, within the framework of broad official support, that restored both legality and a positive public attitude to the event.

At that delicate moment, the two main interlocutors of the Company were the Prefecture of Milan – with the special powers conferred on it by law – and the National Anticorruption Authority (ANAC).

To guarantee strict management of the bidding process and create effective tools to prevent and counter corruption phenomena, the Italian government created an

ad hoc law during the construction of the Expo that granted new powers to ANAC, an independent administrative authority whose main purpose is to prevent corruption in public administration. Within ANAC, the government created a special operating unit dedicated to the Expo (Law 114/2014). This strengthened the means for countering corruption in association with an event that, here, too, represented an opportunity for a cultural shift. ANAC played a central role: it was on the occasion of Expo Milano 2015 that it took on a more collaborative profile rather than limit itself to mere oversight, for the sake of preventing corruption rather than penalizing it after the fact. ANAC had three main duties at the Expo: close monitoring and guaranteeing of the propriety and transparency of procedures; preventive auditing of the legality of the assignment and execution of works, services and procurement

contracts; and proposals to the Prefecture of Milan, in the event of anomalies, to replace the board of directors and/or management, on an emergency, temporary basis, of the sole contractor in question.

In carrying out the duties assigned to the President of the Authority (Decree 90/2014), on July 17, 2014, guidelines were issued detailing the oversight activities of the ANAC President and the Special Operating Unit. The guidelines included procedures for Expo 2015 S.p.A.

contracts, which had to be sent first to ANAC for preventive auditing, and instructions on how to implement the procedures. Because of its role and responsibilities, ANAC also cooperated with major international associations such as the Organization for Economic Cooperation and Development (OECD), which explored some issues by providing – on the basis of the best international practices – recommendations on the formulation of proposals and guidelines.

A forced
stop that
strengthened
the fight against
corruption



ANAC's Expo Milano 2015 operations created an important precedent for government action aimed at improving regulations on the holding of international events. The effectiveness of this operation stemmed from the cooperation of all the institutional stakeholders, mainly the Italian Government, ANAC and Expo

2015 S.p.A., and it represented a virtuous example – attracting the interest of the OECD – leading to the signing of a Protocol of Understanding and the writing of two analytical reports on the governance model and how the system applied to the Expo constituted a best practice that should be replicated. The

Italian Government's decision to confirm ANAC's role also for the Jubilee (December 8, 2015 – November 20, 2016) represented an additional sign of trust and recognition of its effectiveness.

Within this legal framework, the Ministry of the Interior played a fundamental role in monitoring the execution of works at the Expo site. Inspections during the construction phase were carried out by the Prefecture of Milan, acting on behalf of the Ministry, with the support of the Specialized Section of the Coordination Committee for the Close Surveillance of Major Projects – created within the Prefecture – and the Inter-force Group for Expo Milano 2015 – a specialized investigative body established within the Ministry of the Interior. The breaking of the ground at the construction site was accompanied by an agreement between Expo Milano 2015 S.p.A. and the Prefecture of Milano to monitor the performance of work orders at the construction site and guarantee legality and transparency, in the public interest, of the entire realization of the Expo. The Company and the Prefecture signed a Protocol of Legality for the purpose of the execution of the works in compliance with

the requirements in Decree 252 of June 3, 1988 ("For the simplification of procedures relating to the issuance of the anti-mafia notices and information") on February 13, 2012. This Protocol set another fundamental precedent in Italian history, a foundation for the design and planning of large events: a potentially replicable model for future occasions. In particular, the Protocol allowed the Company and the Authorities to conduct strict checks into organized crime connections, also through inspections during the execution of the works, in accordance with the guidelines adopted by the Coordination Committee for the High Surveillance of Large Works (CCASGO). Assimpredil, Assolombarda, the Territorial Directorate of Labor in

A best case in the fight against infiltrations by organized crime

Milan, and the trade unions (CGIL, CISL, UIL, FILLEA CGIL, FILCA CISL e FENEAL UIL), joined the Protocol, thereby guaranteeing the active involvement of the main stakeholders in the construction works on the Expo site.

Pursuant to the protocol, Expo 2015 S.p.A. agreed to insert a clause in contracts by which all parties involved in executing work at the Expo would abide by the Legality Protocol. The contractors were required to provide all data relative to subcontractors – regardless of the service – who were carrying out their projects. Expo 2015 S.p.A. agreed to provide a platform for data on companies that had been contracted to do work for the Expo. It also agreed to request from the Prefecture any anti-mafia information available on the interested enterprises,

by including a clause in contracts and subcontracts by which the contract is voided (or, in the case of an unsigned contract, suspended) if the background check turns up negative information. This was made possible also by the requirement that all contractors of Expo Milano 2015 S.p.A. sign the Legality Protocol as an integral part of their contracts. Among the actions provided for in the Protocol, Expo 2015 S.p.A. introduced a dedicated platform for data, the Si. G.Expo Technology Platform, which provided the Prefecture with all data on enterprises, workers and equipment – once the tender was selected – that had access to the construction site, thereby allowing the Authorities to conduct a thorough background check. This sophisticated inspection mechanism allowed 106 anti-mafia disqualifications to be issued against 73 companies, which were promptly removed from the construction site: an indication of organized crime's attempts to infiltrate the event, but also and mainly of the effectiveness of the "largest anti-mafia

inspection of all times," according to the President of ANAC, Raffaele Cantone. This allowed the Company to take away 219,229,000meuros in projects from businesses guilty of collusion, and to clear the path of rotten branches. The pavilions built by the countries were also subject to inspections, and possible irregularities were reported to Expo 2015 S.p.A.. Although they were not legally required to do so, every country that received report of a disqualification immediately ordered the expulsion of the reported companies from their construction sites.



4.5 The Lombardy Region

The Lombardy Region proved its commitment by promoting many projects and making financial investments, starting with its entry as one of the majority shareholders, with an investment equal to that of the Municipality of Milan in Expo 2015 S.p.A. and Arexpo S.p.A. (the company owning the land of the Expo site). The Region further demonstrated its commitment through its presence during the six-month Expo period in the "Lombardy Planet," a space designed to promote the Lombardy system in Italy and abroad, by favoring tourist attractions and business partnership opportunities. The Region considered the Expo a unique opportunity to strengthen collaboration with other institutions, international relations, and development cooperation. So it made every effort to identify, foster and grow opportunities and outcomes afforded by the event: investments into marketing the territory, valuing the cultural and environmental heritage, expanding and integrating the infrastructure and mobility services, job creation, and an increase in safety, technology and the heritage of the agro-food sector. The Lombardy Region invested 1.5 billion euros in various projects.

From the start, the Lombardy Region wanted to be in the front line on the road to Expo Milano 2015.



Tradition
and innovation
of the host
region



vation
sting

WORLD EXPO TOUR

At the international level the region acted on several fronts, before and after the Expo. From 2013 onwards the World Expo Tour was an instrument to promote the event abroad through a series of missions that forged relations that laid the foundations for the region's participation. There were about 130 official international initiatives, in addition to nine missions abroad, involving the diplomat corps of over 50 Countries and their regional representatives. These activities resulted in new collaborations that in many cases took effect immediately through international agreements and protocols, ranging from multisector agreements (with, for example, the Serbian province of Vojvodina, the Canton of Ticino, and the Russian region of Novosibirsk) to specific protocols: with the Independent Community of the Basque Countries, to promote competition in the agricultural sector; "Under 2" Memorandum of Understanding signed with other leading international regions in the fight against climate change; and the letters of intent for the promotion of tourism with the Chinese Provinces (Shandong, Qinghai, and Shanghai).

#INLOMBARDIA**> INNOVATION AND SAFETY**

On the technological innovation front, the **E015 Digital Ecosystem** project proved to be a success. This data platform was available "unlocked" to the public and private sectors, to provide new integrated services to tourists and visitors; and "locked," to strengthen the integration of systems used by government offices and private companies dedicated to the security of the territory and civil protection services – starting with the innovative Emergency Dashboard.

To guarantee health safety, the Lombardy Region created a special Health Expo Plan, which assured the creation of structural and operative actions to strengthen health care in the metropolitan area also thanks to the support of the Regional Emergency and Urgency Agency (AREU).

One of the main challenges was to attract and increase tourism to the Lombardy region, a challenge that was met also thanks to cooperation with the Explora S.p.A., which promoted the territories and attractions of the area. The Region invested 8.7 million euros and worked together with the chambers of commerce network to promote local tourism, culture, nature, sports, food and wine, and to publicize the agro-food industry and typical products. The region also participated in **Expo and the Territories**, an initiative coordinated by the Presidency of the Council of Ministers involving young people enrolled at agricultural or hospitality institutes and at fine arts high schools.

A generous program of financial support for in-sourcing allowed Lombardy Region businesses to grow and enter the global market, starting with the one hundred enterprises financed by the **Startup for Expo** plan.



> AGROFOOD SECTOR

Lombardy is Italy's main agricultural region. Its industry, especially the high-end agrofood industry, was given a special platform in Expo Milano 2015. At the same time, projects throughout the territory, product promotion, and training at schools gave a shot in the arm to the whole system and fostered a greater sense of responsibility to environmental sustainability. Organic farming, farms and teaching gardens. Sports nutrition and fighting

food intolerance. High-end food chains and the recycling of food waste and scraps. Promotion of agrofood professions and veterinary control standards. Exchanges between food cultures and food design. Food Education, Food Safety and Security Plans. Through Expo Milano 2015, Lombardy put its best practices and projects on display and launched successful collaborations with other regions and countries and system-wide actions at home.

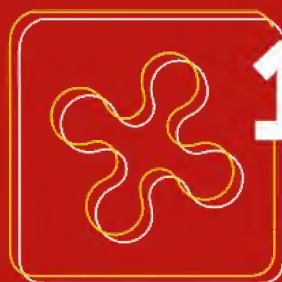


> FOOD SECURITY

On the topic of food security, the Lombardy Region promoted two concrete actions. First, the Regional Council approved the law for the recognition, protection and promotion of the right to food. This made Lombardy the first region in Italy with a regulation aimed at cutting food waste in half by 2025. Second, it developed a comprehensive and complex strategy to "oppose food counterfeiting."

Counterfeiting is a serious threat to local high-end agrofood systems. It has reached large financial and social proportions, undermining the foundations of European agriculture, particularly in Italy. Through this strategy the Lombardy Region engaged in efforts to find a solution. The goal: to become a leader on the issue together with other stakeholders (public and private, national and international) and to develop policies and actions that strengthen the protection of the Italian and European agricultural heritage by limiting the spread of counterfeit *Italian sounding* and *look-alike* products.

» COMMITMENT IN NUMBERS



1.5 billion Euros

from the Lombardy Region for Expo Milano 2015 and activities related to the theme



500 thousand Visitors

to Lombardy Planet in six months



-50% reduction in food waste

by 2025 as provided for by regional law

4.6 | The Municipality of Milan

An international challenge won through extraordinary teamwork. For Milan the Expo was a development driver and a global platform for the future of the city.

The world came to Milan and Milan told millions of people a story of efficiency, innovation and creativity that make the financial capital of Italy an internationally recognized and respected metropolis. The reputation and the appeal it gained were among the greatest legacies of an event dedicated to food and sustainability.

But a popularity and reputational benefits are not the only rewards. The tangible and intangible legacy of Expo Milano 2015 can only be calculated in the medium-long term, according to five main criteria: number of new businesses and jobs created; attraction of foreign investment and activation of commercial exchanges; increase in tourism; enhancement of the real estate sector; and inclusion of the city in large international networks of metropolises, which are more crucial than ever in today's world. Five fundamental pieces of the largest "Expo mosaic" that the Milan city administration developed with a comprehensive vision.

For Milan the first returns were better than positive, starting with the ten thousand new businesses created between 2012 and 2016, and the growth in tourism (+30% in five years, +18% in 2015 alone). A growth that continues, with an additional increase in 2016.

The main tools for preparing the Universal Exposition were the Master Plan for City Operations, Expo in the City, and the Urban Food Policy Pact.

Expo Milano 2015:
new businesses,
new tourists,
and new investments.
An extensive growth

Welcoming, safe, and elegant: on May 1, 2015, the city was ready, thanks to the city administration's Master Plan for City Operations. A large-scale operation to make Milan more welcoming: from mobility (enhanced public transportation and connection routes to the Expo site) to safety, from tourist reception to volunteering, to culture. A collective action in which local and national, public and private institutions worked side-by-side in unprecedented forms of partnerships that brought together top universities, businesses and associations of citizens. Young people in particular rediscovered enthusiasm, creativity and future projection through the many startups that were founded to meet the Expo Milano 2015 challenge. Among the most lasting legacies is the recovery of the Darsena, the ancient port of Milan, and its canals (whose hydraulic system Leonardo da Vinci helped to engineer), in addition to the City Command Center for the integrated management of safety and security.

During the lead-up to Expo, the city built an equitable sustainable development strategy, starting with soft shared mobility. The Expo and its contents created an opportunity to accelerate various processes to modernize the urban fabric in the spirit of innovation and inclusion. Milan thus became a special place for rethinking the development model and how to produce growth by generating social value before goods and services.

Expo in the City, the vast



program of cultural, financial, scientific and sport events that enlivened the city day and night, also helped turn Milan into a bigger attraction. It was an ambitious and winning project for the City and for the Chamber

of Commerce, which created a public-private control booth. During this intense six months, 11 million people of all ages and nationalities participated in over 46 thousand events throughout the territory of greater Milan.



The control booth and support for new technologies were catalysts of ideas, projects, and proposals from every reality: government agencies, businesses, associations and private citizens from Milan, from other parts of Italy, and from other parts of the world. Many countries and international cities, whether or not they had a spot on the Expo site, wanted to participate through cultural or business events. This network of many separate realities created a driving force that made the city lively and fascinating, full of surprises. The Milanese museums also benefited: in the six months of Expo, ticket sales went up by 50%. In absolute numbers that amounted to over half a million visitors more than the same period in 2014. The Museum of the Duomo (+382%) and the Sforzesco Castle (+128%) are the attractions that received the most visitors. Five new museums were also created: Armani's Silos, the Pietà Rondanini Museum, the Prada Foundation, the Home of Manzoni, and MUDEC (the Museum of Cultures).

Expo Milano 2015 also impacted projects to make the city more international. It became an exceptional moment in terms of official meetings, arriving and departing delegations, new openings by large foreign groups, meetings between universities and both Milanese and foreign enterprises, and the attraction of capital. The results will be felt mostly in the years to come, but the boost in the city's reputation can already be perceived in the interest in different fields (and not only the customary fashion and design) shown by new big international investors, who see Milan increasingly as a desirable location for their business and global strategies.

In preparing for the Expo, the City of Milan took a leadership role by proposing and coordinating the Milan Urban Food Policy Pact, the first agreement on sustainable urban food policies among mayors of the large cities of the world: this became one of Expo Milano 2015's most important legacies. At the Palazzo Reale, 116 cities from the northern and southern hemispheres gathered to sign the Pact, which was then delivered into the hands of

the United Nations Secretary-General on the occasion of World Food Day. Milan is thus fully involved in efforts to tackle one of the emergencies of the planet: by 2050, 70% of the Earth's inhabitants will be living in large urban conglomerates, where the majority of the poor and marginalized will already be living by 2035. The fight against waste and the search for a new more equitable and sustainable development model are the

horizon shared by the large metropolises.

Today Milan has become a more attractive place to live thanks to the flows of the third millennium into the city: the managers and young students without borders, the so-called talents of the information age. The Expo introduced the world to the Milan of the future, a city denoted by three "I's": international, innovative and inclusive.

The effort in numbers

+30%

visitors from
2010 to 2015

RECORD OF
TOURISTS ARRIVING

46thousand

events in six months

EXPO IN THE CITY

116

signatory cities

MILAN URBAN
FOOD POLICY PACT

4.7

The Chamber of Commerce of Milan

Expo Milano 2015 as a global business platform. The Chamber of Commerce, Industry, Craftsmanship and Agriculture of Milan based its support for the Expo on four pillars: building the Smart City Milano subway, internationalizing the entrepreneurial system, attracting Third Millennium tourism, and creating new enterprises in the Lombardy Region.

The chamber system confirmed its role as the hub of the region's production system, working side-by-side with government and local offices, focusin on innovation and creativity.

A first indicator that this strategy was a success was provided by SDA Bocconi's estimate for linked national activities generated by the Expo (31.6 billion in additional production by new enterprises for the 2012-2020 period). Not to mention the value generated by more than 800 entrepreneurial projects inspired by the thematic workshops, and other indicators of

the Lombard economy dynamism. Almost ten thousand Italian and foreign businesses involved and over 14,900 *business-to-business* meetings organized in collaboration with the Ministry of Economic Development. 3,180 companies involved in business forums for foreign delegations. 1,340 companies included in the **Catalogue of Suppliers for Participants** proposed to participating countries as potential suppliers of goods and services.

Expo Milano 2015's thematic workshops were a winning formula. After five years of preparation (2010-2015), they gave life to hundreds of entrepreneurial or social projects

A launch pad for startups and local initiatives

in Milan, on the Expo site or throughout the Lombardy Region, in various fields: from hospitality to agriculture, solidarity to health, from craftsmanship to startups. The initiative involved the entire financial-entrepreneurial system that, as a result, had the opportunity to introduce various projects to a vast public of colleagues, institutions (Expo 2015 S.p.A. and partners), investors, and the media.

A great **opportunity for visibility, communication and networking**. Various startups were created or fostered by the thematic workshops. Such as Find my Lost, an application used on the Expo site to search for lost objects, created by a winner of the Women for Expo competition. By the same token the female designers of OrtiAlti created urban vegetable

gardens on the roofs of buildings as a tool of sustainability and social inclusion. The Milano Card was the first *tourist card* in circulation. Its designer went on to promote a valuable legacy, the Youth Tables, which has been active since 2016. Not to mention cortilia.it, the first online farmers' market, which connects consumers and local farmers.

The thematic workshops brought out the liveliness and abilities of the Milanese entrepreneurs and the Lombardy Region that, thanks to official support and teamwork, succeeded in translating the road to Expo into tangible opportunities, despite the financial crisis.

Expo Milano 2015 was an opportunity to launch an international debate on themes that are critical to innovation and livability, such as energy and the environment, and therefore on the development model of the future. The business forums hosted by the foreign delegations added another 2,500 or more *business-to-business* meetings, in cooperation with the European Commission.

In partnership with the Milan Polytechnic and other Milanese institutions, starting with the Lombardy Region and the City of Milan, the Chamber of Commerce also helped to develop the E015 platform, an ICT project aimed at creating a digital ecosystem for the construction of a Smart City. The platform sought to integrate city and regional services, from information points to apps, from the displays to the public and private transportation system.

The partnership with the City of Milan, which created **Expo in the City**, helped make the city and





its territory more appealing, with tens of thousands of events that – for the six months of Expo – took place on the piazzas and streets of the city center and periphery as well as in other locations in the greater metropolitan area. Expo in the City proposed a successful model for the coordinated improvement and promotion of cultural, business and tourist initiatives offered by the city. It did so by joining the supply of events and initiatives to the demands of users, citizens and tourists. A genuine innovation in the history of world Expo, and a legacy of the Milan event creating a valid marketing tool for years to come.

The surge in tourism was the crowning achievement of the many years of hard work, planning and cooperation. From 2013-2015, there was a 21% increase in visitors to Milan, with a 10% increase in hotel bookings. In 2015 tourism accounted for an almost 12.7 million-euro increase in the GDP. There was substantial growth in foreign tourism (+22%), with arrivals from the United States (+14%), France (+63%), and China (+24%) surpassing the 2014 statistics.

Even more significant is the fact that these numbers continue a positive trend that began in 2012 at the latest and is continuing into the present: in February 2017 the hotel booking rate was up by +12% compared to February of 2015. It is an encouraging premise to increase Milan's competitiveness and ride the new wave of Third Millennium tourism, especially from emerging economies in Asia, Africa, and Latin America.

For the Milan System, the Expo was a successful global event and the foundation for future initiatives and for the benefit of enterprises and citizens alike.

The Chamber of Commerce, for its part, will continue its work *scouting* for promising entrepreneurial ideas, as well as placing its working method at the service of urban development, seeking out proposals and projects at the grass-roots level and promoting them as shared development models, in Italy and the world.

This, too, means capitalizing on the valuable legacy left by Expo Milano 2015.



800

new business plans
**from Thematic
Tables**

9,785

companies
**from Italy ^(5,700)
and foreign ^(4,085)
involved
in the Event**

14,900

meeting
business-to-business

4.8

Labor Policies and Trade Unions

To achieve a strategic objective for the country, in a limited amount of time and with a firm deadline, also meant reviewing arrangements with labor law inspectors and trade unions.

In the framework of a cooperative approach with the many stakeholders, many issues were addressed concerning the labor market, legality, and safety, turning Expo Milano 2015 into an exemplary opportunity in these respects, too.

There were many complexities, ranging from the different types of professionals involved for the lifecycle of the project, requiring the oversight of different trade unions for each category, to the division of responsibilities

between the government offices. In terms of legality and safety on the construction site, Expo Milano 2015 had first of all to coordinate the work of the various inspection authorities (INAIL – National Institute for Insurance against Injuries on the job; INPS – the National Social Security Institute; DTL – Territorial Management of Labor; ATS, the Agency to Safeguard Health, and the Prefecture) and of the trade unions, to prevent overlapping or conflicts that would slow down work on the construction site or in the management of the Expo semester. Because the event was unique, it required a new approach to relations with these entities, so as to shift priorities from inspections and penalties to prevention and cooperation. On the issue of legality and safety on the job, it was also fundamental to promote direct contacts between companies and workers, to create a new culture of safety. Methods such as on-the-job training and cultural mediation were

developed in an innovative manner, well exceeding legal requirements, without requiring work interruptions or affecting productivity.

Expo 2015 S.p.A. promoted a system of cooperation with the trade unions, temporary job agencies, and government offices that deal with labor matters. The approach to the unions dates back to 2007 and the signing of a Memorandum of Intent, a document on the quality of future labor relations and an integral part of the candidacy application, by the City of Milan. One the

Expo had been assigned to Milan, Expo 2015 S.p.A. set up a round of negotiations with the unions that generated agreements, intents and protocols on different labor-related issues, such as the labor market, legality, and safety. Once the construction sites were open, in addition to the Protocol on Legality the so-called Worksite Protocols were also signed, regulating union relations and introducing innovative agreements and bodies (the Health and Safety Committee on Worksite Labor, the Observatory on the training of bilateral construction entities).

From the negotiations, a series of safety protocols related to various sectors were drafted starting in 2011. Together, they formed a comprehensive system to guarantee worksite safety and safeguards, by implementing innovative solutions to eliminate risk situations and guarantee compliance with the law. A Shared Notice to the participants was issued with the aim of regulating their union relationship. Especially considering the dimensions and complexity of the works, the model adopted by Expo 2015 S.p.A. led to excellent



results in work safety, with a lower injury rate on the Expo site than other worksites in the region (or other recent major construction projects) and an absence of fatalities.

To complete the framework of agreements, Expo 2015 S.p.A. and the main trade unions (CGIL – Italian General Labor Association; CISL – Italian Workers' Unions Association; and UIL – Italian Labor Union) signed the 2013 Agency Agreement, which defined the contractual tools that Expo 2015 S.p.A. could apply and outlined the services expected from volunteers. The agreement established a Permanent Observatory that became the point of reference for relations with the unions on matters of health and safety, the legality of contracts, and the settlement of disputes. The agreement established the Health and Safety on the Job Committee and introduced RLS (Workers' Safety Representatives) to the Expo site.

➤ More data on worksite safety
is available in **Chapter 5**

To help prepare the event, the Ministry of Labor also intervened at the joint request of Expo 2015 S.p.A., the contracted companies, and the trade unions. By giving the construction site the status of a large public work, it was possible to grant better social security benefits to the workers once the project was completed.

The labor framework was completed by a mechanism to facilitate the fit between the supply and demand of jobs. This system, developed by Expo 2015 and its partner Manpower S.p.A., was also made available to Participants and other stakeholders.

CHAPTER 5

Preparing Expo

A ten-year commitment became a race against time to create a spectacular Expo site. The dialogue between the participants and partners gave rise to a construction project that was unique for the number and types of entities involved: a "worksite of worksites" that cooperated with and complemented each other.

5.1

2006-2010. From Candidacy to Registration

This intense, inclusive collective journey lasted for years, involving all of the participants in an ongoing activity of listening and support.



MILANO 2015

Expo Milano 2015 required a collective effort that for almost one decade brought together the country system to work on a common goal. This path was strewn with obstacles, including the absolute deadline of the opening ceremony and the scepticism that surrounded the worksite until nearly the end of construction, when the results finally appeared.

The initial stimulus for the national process leading up to Expo Milano 2015 was the centennial of the last world Expo to take place in Milan, in 1906, and the shared feeling that the time had come to confirm Milan's cosmopolitan nature. "Feeding the Planet, Energy for Life" was a theme inspired by an international vocation to, on the one hand, to contribute to the debate on the United Nations' Millennium Development Goals and future Agenda 2030, and on the other, to highlight Italy's ancient wine and food culture and production as a launch pad for the cultural and economic recovery of the country. Preparations for the event began in

2006 and lasted until the approval of the Registration Dossier by the BIE General Assembly in November 2010. During that period, a strong collaboration developed immediately between the public and private sectors in Milan and in Italy.

Milan's candidacy to host the Expo was born in 2006, at the initiative of Letizia Moratti, Mayor of the City from 2006 to 2011, and was supported by the Italian Government under Prime Minister Romano Prodi. The formal application was made in 2006, though a letter from the Prime Minister of Italy to the Secretary General of the BIE. Milan had only one rival, the city of Izmir, in Turkey. To support the Italian application, a Candidacy Committee was established by the Presidency of the Council of Ministers, the Lombardy Region, the Province of Milan, the City of Milan, the Chamber of Commerce, and the Ente Autonomo Fiera Internazionale di Milano. The Committee was in charge of the management of promotional activities through institutions and authorities of reference, and of handling the formal candidacy procedures.

Months of intensive preparatory work began, done jointly with the

Ministry of Foreign Affairs, to promote the candidature at the international level. Italian ambassadors abroad conducted broad and intense diplomatic activities with all the BIE member countries in an effort to gain their votes. The mayor was joined by several government ministers and the institutions to conduct promotional activities. On December 19, 2006, the Milan's candidacy was presented to the General Assembly of the BIE by the Mayor of Milan and the Minister for International Trade, Emma Bonino. The decision to support the nomination was confirmed in May 2007 during meetings in Rome between the President and Secretary General of the BIE and the President of the Republic and representatives of Italy's highest government offices. The first international conference related to Expo Milano 2015 was held in Rome, titled "Feeding the Planet in an Era of Climate Change: the Challenge for 2015." During the two days of discussion, more than 80 delegates and ambassadors provided insights and ideas for projects related to the themes of food and water, energy and the environment, that could serve as inspiration for future initiatives related to the event.

In July 2007, public promotion began with the ad campaign "I Expo, do you?" on some of the busiest streets of Milan, impressing locals and tourists. In September 2007, the Committee prepared the Candidacy Dossier that was sent to the BIE in Paris by the Italian Government. The document was an in-depth proposal covering every detail of the future Expo: the first Master Plan concept, the development of the theme, objectives in terms of number of visitors and participants, a draft business plan, and a schedule of activities. The second forum exploring the theme, "Feeding the Planet: Energy for Life," was held in Milan in February 2008. It was an excellent opportunity to resume the discussion begun the previous year and to show off the place chosen to host the second Italian universal exposition in history.

On March 31, the multi-year promotion of Expo Milano 2015 and the collective efforts of the country system were crowned with success: at the 143rd General Assembly of the BIE, Italy was officially assigned the organization of the universal exposition in Milan. Thus was born Expo Milano 2015.

After being awarded the Expo, Italy began its preparations. In 2008, the Council of Ministers established the Expo Milano 2015 Planning Committee, chaired by the Mayor of Milan. The Finance Act of 2008 earmarked the funds the Italian Government would provide for the event.





On 22 October 2008, by Decree of the President of the Council of Ministers, the Mayor of Milan was appointed Special Commissioner for Expo Milano 2015 and Expo 2015 S.p.A. was established as the public entity in charge of organizing the event. Lucio Stanca, former Minister

for Innovation and Technologies of the Italian Government, was appointed CEO of the company.

With the set up of this his new strategic structure, the planning and design of Expo Milano 2015 and its Masterplan began. This process was completed

in 2010 when the Registration Dossier was delivered to BIE and approved unanimously by the BIE General Assembly of States in November of that year. Thanks to the quality of its proposal, Italy received the mandate to host the universal exposition 2015 and to realize its truly innovative vision.



THE MASTER PLAN FOR THE EXPO SITE



Expo Milano 2015 created a natural stage designed to highlight the contents rather than the grandeur of the architecture.

This was a memorable event both for its global importance and the timely nature of the chosen theme, but also and especially for giving visitors a worthwhile and memorable experience that would create a lasting memory. The basic structure of the Expo site – as proposed in the Registration Dossier – was inspired by the *Castrum*, the ancient Roman encampment organized according to a rational, democratic grid. There were two main streets, the *Decumanus*, along which the self-built pavilions of other countries were lined up, and the *Cardo*, dedicated to promotion of the Italian regions and their specialties.

The Expo site was distinguished by four innovative elements, which together helped to create a 21st century Universal Exposition: 1) giving a central role to landscape rather than to monumental architecture.

Participants were given specific guidelines that required them to keep at least 30% of their space open, to allow maximum use also during waiting time, and focus attention on nature and sustainability; 2) equal visibility was offered to all pavilions, thanks to facades of equal width along the *Decumanus*, in a context of widespread equality, symbolizing the equal importance of each country; 3) the participation of Italy on the

Theme:
the constant,
inspiring
principle of
the Expo site

Cardo, following the ancient Roman principle of land division known as *centuriation*, to present Italian excellence in the best possible light; 4) the pervasiveness of the theme, which touched every element of the Expo site, including transitional or linking spaces, for the sake of maximum engagement of the visitor.

The Masterplan was designed around the theme, the event's central focus, and then further developed in the individual pavilions.

The Expo site was designed by a team of young architects and engineers with the support of five internationally-renowned architects – Stefano Boeri, Ricky Burdett, Joan Busquets, Jacques Herzog, and

William McDonough. Their design was based on four principles: the centrality of the theme, the equal importance of the participants, emphasis on the landscape, and a focus on sustainability. The goal was to ensure a "performative and performing" event by balancing the attractiveness of content, rational use of resources, and an innovative design of the Expo site, envisioned as a single dramatic landscape to ensure a continuous and wonderful experience. To this end, the participant, thematic and corporate areas were conceived as belonging to a single cohesive space: from the entrance, visitors were immersed in a thematic space customized by countries, international organizations and partners, but harmonically structured in a coherent and dramatic ensemble.

Each single item was placed at the service of the theme. Through the guidelines, each country was asked to create structures that respected the focus on nature and the landscape while welcoming the public and presenting their food specialties. Each participant was assigned a lot in which to interpret the theme in a personal but engaging way, inspired by the land and local crops, or by narrating the stages and techniques



of the collection, processing, distribution and consumption of local products. The centralized experience allowed visitors to immerse themselves in a landscape redolent of distant lands and unknown uses, and be inspired by sustainable and environmentally-friendly scenarios.

The project was completed with a network of canals that surrounded the entire Expo site and fed the cooling systems of the buildings.

Expo Milano 2015 included environmental sustainability as a fundamental project criterion, promoting the use of advanced methods and technologies. This is why the Masterplan developed and promoted the reduction of land consumption, intelligent resource use, and the recycling of materials and artefacts, as well as encouraging the use of public transportation, renewable energy, and sustainable waste management and water treatment.

5.2 **2010-2015. Organize an Engaging and Inclusive Event**

Expo Milano 2015 was a multi-year process that required a constant exchange between agencies, countries, institutions and companies.

In 2010, the design phase was complete and the Registration Dossier was deposited at the BIE, thus beginning the operational phase of Expo Milano 2015. In mid-2010, Expo 2015 S.p.A. appointed as its CEO, to preside over this new phase of the project, Giuseppe Sala, former General Manager of the city of Milan with a career in top management of some of Italy's leading technology companies.

In January 2011, official letters of invitation to the Expo were signed by the Prime Minister of Italy and sent to international participants. Thus began the campaign, carried out by Expo 2015 S.p.A. with the support of central and local institutions, to attract national and international participants – countries, international organizations, companies and civil society – and convince them to participate and bring their content to the event. In parallel, the multi-year





effort of building the Expo site and involving future partners began.

Expo Milano 2015 was a 21st century Expo because of its many innovations, including a participation model that fostered the personalization of the theme, resulting in an exceptional visitor experience. All aspiring participants were given specific guidelines requiring maximum adherence to the theme and sustainability.

The Participants Division of Expo 2015, with its team of Country Officers, was able to coordinate all activities relating to the presence of the countries. Through a team effort with the Ministry of Foreign Affairs, the relationship with the countries was regular and frequent, with focused meetings that increased exponentially over the weeks before opening. This commitment allowed participants to enhance their presence and make the best possible contribution to the success of Expo Milano 2015. Many guidelines providing valuable support during the development and design of the pavilions were often explained in person to the participants. The rules were easily available through a dedicated digital platform from which the relevant documentation could be downloaded.

Expo 2015 S.p.A. also held regular participants meetings to compare and discuss ideas. The International Participants Meetings (IPM), held every year from 2011 to 2015, and the specific workshops dedicated to self-built pavilions and thematic clusters has been the main sessions of this common journey. Some of these meetings were held outside of Lombardy to invite attendees to discover all of Italy's beauty and increase the involvement of the smaller territories. The collaborative approach of Expo 2015 S.p.A. was always successful, for example, in defining the content that developing countries proposed for the nine thematic clusters.

The participants are the real protagonists of an Expo, making it essential to develop an effective strategy of involvement. In building its relationship with the country participants, Expo Milano 2015 followed two

guiding principles: a collaborative approach and early engagement. In the period immediately following the dispatch of the official letters of invitation, the organizer launched an awareness-raising campaign to persuade participants to start their negotiations for space on the Expo site as soon as possible – under a first come, first served rule – and sign the Participation Contract. Expo Milano 2015 created an Expo Community

made up of by international stakeholders who chose to contribute to the dialogue on the right to nutrition and sustainability. The main areas of collaboration were the Theme, international cooperation projects (with a focus on the United Nations' Millennium Development Goal), public events, seminars, and awareness-raising initiatives.

Shared, widespread participation was also extended to the visitors, protagonists of Expo Milano 2015, who joined directly in the debate on the challenges related to the theme. The successful goal was to stimulate global action, which favoured a high percentage of foreign visitors (over 30%). Citizens from around the world were able to help Expo Milano 2015 in its years of preparation via social media or in parallel events, and then see their suggestions taking shape in the event.

Only an event that includes
the younger generations
can be universal



Young people, from both Italy and abroad, were a main target. Expo Milano 2015 was a unique opportunity for the growth of an Expo Generation, which experienced first-hand the values espoused by the event: greater attention to the environment and energy, more awareness of the importance of nutrition, better preparation for managing physical and cultural infrastructures in perpetual change.

> WITH PARTNERS

> WITH PARTICIPANTS

> WITH INTERNATIONAL ORGANIZATIONS

> WITH CIVIL SOCIETY

> WITH PARTNERS

For Expo Milano 2015, the participation of the partners was the *sine qua non*.

Partnerships, both domestic and international, were a key element of the journey to Expo, a path shared by private and public entities reflecting the interconnected nature of contemporary society. The involvement of external entities was essential to the creating the Exposition. Public funds alone would not have sustained the budget needed to develop the theme and the Expo site. Expo 2015 - through communications campaigns, traveling workshops, business development activities, and RFPs - signed 29 partnership with leading companies in the fields of innovation, technology, energy, mobility, security, banking and food. Together with the Organizer and the Participants, the Partners formed the enlarged team of Expo Milano 2015. Each of them was required to contribute to the execution of the event by providing goods, services and cutting-edge expertise in their respective fields.

The financial contributions directly to the Organization were accompanied by the Value In-Kind (VIK) formula, a guarantee of quality.

Expo Milano 2015 devised a differentiated, modulated partnership model for businesses. In addition to supporting a given service category, they could choose to have their

own exhibition space or contribute to a thematic cluster with events and initiatives related to the theme. Partners were engaged as the projected needs arose for building the Expo site and managing the Expo. Thanks to a detailed Request For Proposal plan, published on a dedicated web portal, Expo 2015 S.p.A. was able to involve some of the best representatives of the country system and the international community. This strategic process made it possible to select companies on the basis of expertise and knowledge in a particular field, to make a difference and support Expo Milano 2015 in Italy and worldwide through coordinated initiatives.

The Expo's collaborative approach to companies was also crucial to engaging the national and international markets, with a positive

impact on satellite activities in Italy. This public-private dialogue gave Expo 2015 S.p.A. increased access to outside financing and expertise for the execution of the Event.

Without the experience and contribution of the 29 partners who believed and invested in this extraordinary journey, the Universal Exposition, which in its final form enchanted more than

21 million visitors, could never have existed.

The partners of Expo Milano 2015 supplied in-kind or financial resources in exchange for visibility, full and free use of the Expo trademark, exclusivity, and the use of reserved spaces at the Expo site.

To ensure all companies a form of participation tailored to their desires and needs, the Organizer

designed several types of investment-based partnerships, including:

Official Global Partner, Official Premium Partner, Official Partner and Official Global Carrier.



NON OFFICIAL PARTICIPANTS – COMPANIES

In line with a 21st Century Universal Exposition, the companies could become protagonists not only through partnerships but also by becoming Non official Participants, a definition provided for by the BIE to differentiate them from countries and

international organizations. As in the case of civil society organizations, here the goal was mainly to develop the theme. Six companies seized this opportunity by building as many content-rich Pavilions and events: China Corporate United Pavilion, New Holland Agriculture, Vanke, Alessandro Rosso-JooMoo, Federalimentare, and Coca-Cola.

In addition to the partners, Expo also had Official Sponsors, who invested between three-hundred thousand and three million euros, for a total revenue of about 15 million euros.

The Official Sponsors include: Partesa, Henraux, Poste Italiane, RCS, Costa Parchi, Twitter,





























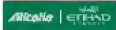
Gewiss, Xerox, Riso Scotti, GfK Eurisko, ABB, Dassault Systèmes, Franciacorta Consortium, Allianz Global Assistance, Artsana Chicco, Canon Italy, McDonald's, Swatch Italy, Beretta, Italy, F.lli Montblanc Cruciani, Varvello, Lindt, and Perugia.

Total private investments into

Expo Milano 2015, including goods and services, amounted to more than 400 million euros. The Official Global Partners, Premium Partners and Official Partners also made significant contributions to the Expo's communication plan.

PARTNERSHIP TYPE	DESCRIPTION
7 Official Global Partners	Leading international companies in their field, who provided the main services and event technologies, always valuing innovation and sustainability
2 Official Premium Partners	Companies involved in carrying out major projects or who offered skills, products and services critical to the management of the Expo site and the event
16 Official Partners & 3 Official Global Carriers	Companies that chose to collaborate on specific projects (such as cluster themes) or who offered skills, products and critical services



INVESTMENT financial or in-kind	PARTNERS
greater than 20M €	<div><div></div><div></div></div>
between 10 and 20M €	<div><div></div></div>
between 3 and 10M €	<div><div></div><div></div><div></div><div></div></div>



GLOBAL PARTNERS

Companies with activities and values consistent with Expo Milano 2015 offered a valuable contribution to the development of the theme. These realities are well established in their field at the international level; they provided the main services and technologies for the event and are dedicated every day to innovation and sustainability.

Investment range:

> 20 million (in financing or goods and services)

INTESA SANPAOLO

– Banking Partner

Intesa Sanpaolo stepped forward as the **Official Banking Partner** of Expo Milano 2015 on account of the theme's universal relevance, sharing its values and the idea of sustainable development, confident that the event would be a growth driver for Italy.



We interpreted our role in innovative ways, helping to promote the event in Italy and abroad, and developing a productive relationship based on ongoing dialogue.

We made available the most innovative solutions. To enhance the partnership, we wanted to actively participate in the event by creating our own self-built structure.

"The Waterstone" Pavilion was a lively, exciting place thanks to a full program of events and performances that offered visitors a glimpse of the Italian identity, focused on the relationship between art and business culture. This activity involved our cultural partners and offered over 500 of the finest representatives of the *Made in Italy* brand a showcase at the Expo.

These activities were

complemented by innovative communication campaigns, leading to results that exceeded expectations: 700 thousand visitors to the Pavilion and one million to the dedicated website, three thousand companies and workers (including foreigners) attended the events. The impact on image and reputation, relations with other countries, and appreciation of the services offered were indicators of a very positive outcome.

The experience of Expo Milano 2015 – in which we wholeheartedly supported various initiatives to enliven the city – highlighted the Italian ability to interpret, as well as organize and manage, a global event. In the history of the world's fairs, Milan represents a benchmark for the future: the perfect combination of aspirations, public-private collaboration, and a shared path to building the Expo with partners and participants. The success of the Expo qualifies the city as an ideal candidate for international events and places it at the forefront of major European cities, making it a model for the country as a whole.



SAMSUNG

– Edutainment Partner

“Expo Milano 2015 was one of the most decisive and important events of in our recent history: a true global platform uniting citizens, visitors, communities, professionals and exhibitors in one great event.”

Like other major companies, Samsung Electronics Italia believed and invested in the potential of the Expo, contributing technology and sharing from the very beginning, step by step, the values and the approach to be created. For our company, Expo Milano 2015 was a test case for studying and researching solutions to the needs of consumers and of all the stakeholders, from visitors to the organizing staff, the institutions and public administration: information stands, mobile devices, a video wall for entertainment, and video control

devices to support the organizer. There's more: the Expo demanded that we study "today" the future needs and requirements of visitors with a closer and more familiar relationship with technology and its potential.

This partnership, in addition to being a meeting point, enabled us to embark on a productive dialogue with companies and people who, for various reasons, visited the pavilions, generating new partnerships that are still alive today.

The Samsung brand and corporate reputation became

stronger in the world market encountered at Expo Milano 2015, both globally and as an Italian company.

The legacy can still be perceived: in addition to business returns, the partnership between Samsung Electronics Italia and the event was the first major stepping stone in the transformation of the city of Milan into a Smart City in every respect, and has served as a model throughout our country.”

TIM

– Integrated Connectivity & Services Partner

From the beginning Expo Milano 2015 based its narrative of the event on the creation of a Digital Smart City: TIM, the top technology partner as an Integrated Connectivity and Service Partner, took up the challenge and invested great effort into making available the latest technology and offering a richer experience.



In particular, TIM created for the exhibition area a fibre optic network over 300 kilometres long and equipped the whole area with a 4G mobile network, with more than 50 dedicated outdoor and indoor antennas.

Through their data centres, TIM made it possible to wholly manage the event in the cloud and created a complete digital system for information, ticket purchases and visitor entertainment, accessible via web and mobile: over 21 million tickets were issued through the TIM cloud. TIM created the technology platform at the basis

of the control and command center (EC3), the "heart" of the Smart City of Expo 2015, which enabled integrated management of technological, logistical, operational and public security services during the event. From Big Data optical platforms to the broadcasting of high definition video content through LTE technology and advanced services in the field of Smart Tourism, these innovative systems and solutions presented by TIM at Expo represent an important legacy that will enable the development of digital cities in the coming years.

ENEL**– Smart Energy
& Lighting Solutions Partner**

The Expo site was the first Smart City built in a sustainable way
– a "green field" – using the best technologies.



75 MW of installed power, 10 medium-voltage perimeter booths, 100 booths for Pavilions, 2 control rooms, 1 storage system, 30 charging stations for electric vehicles, 8,500 LED light points, 1 Energy Management system, 120 people involved, 1 virtual forest, 650 light vectors, and 1 immersive control room for visitors.

LEONARDO- FINMECCANICA

– Safe City & Main Operation Centre Partner

For Leonardo-Finmeccanica, the Expo Milano 2015 represented a unique opportunity to match its image to a successful major event, not only for guaranteeing optimal safety and management, but also actively participating in the debate around the theme and the identification of solutions for the sustainable development of the planet.

The company's expertise in security systems and apparatuses to support the management and protection of major events enabled the control room of the universal exposition to remain active continuously for six months.



300⁺
managed
fire alarms

ABOUT

115^K
service
communications

150
people in
the control
room

600⁺
managed
security
events

300⁺
TETRA
terminals
in use

ACCENTURE

– Systems Integration Partner

Accenture designed and implemented the complex technological architecture of Expo Milano 2015, providing innovative digital services in the field of mobility, digital design and related strategy.



The company designed, managed and developed:

- the Service Delivery Platform (SDP), the platform for the IT architecture to manage the event, making it possible to manage more than 2.5 million operations a day, send 150,000 emails, and process more than 7.5 million check-ins on-line or through social media;
- the official App of the International Exposition, downloaded and used by more than 20 million visitors and able to handle up to 100,000 users

simultaneously;

- the Presence Location Management system is an innovative service that made it possible to provide visitors with information in real time based on their location, preferences and points of interest, special events or entertainment;
- e-coupon technology is a digital service that allowed partners, exhibitors and pavilions to send promotional offers and special invitations to connected users based on their preferences and their proximity to specific locations.

FCA/CNH

– Sustainable Mobility Partners

Fiat Chrysler Automobiles, through the group's automotive brands (Alfa Romeo, Fiat, Lancia, Abarth, Fiat Professional, Jeep, and Mopar) and CNH agricultural Industrial, through the New Holland Agriculture brand, were the Official Global Partners of Expo Milano 2015.



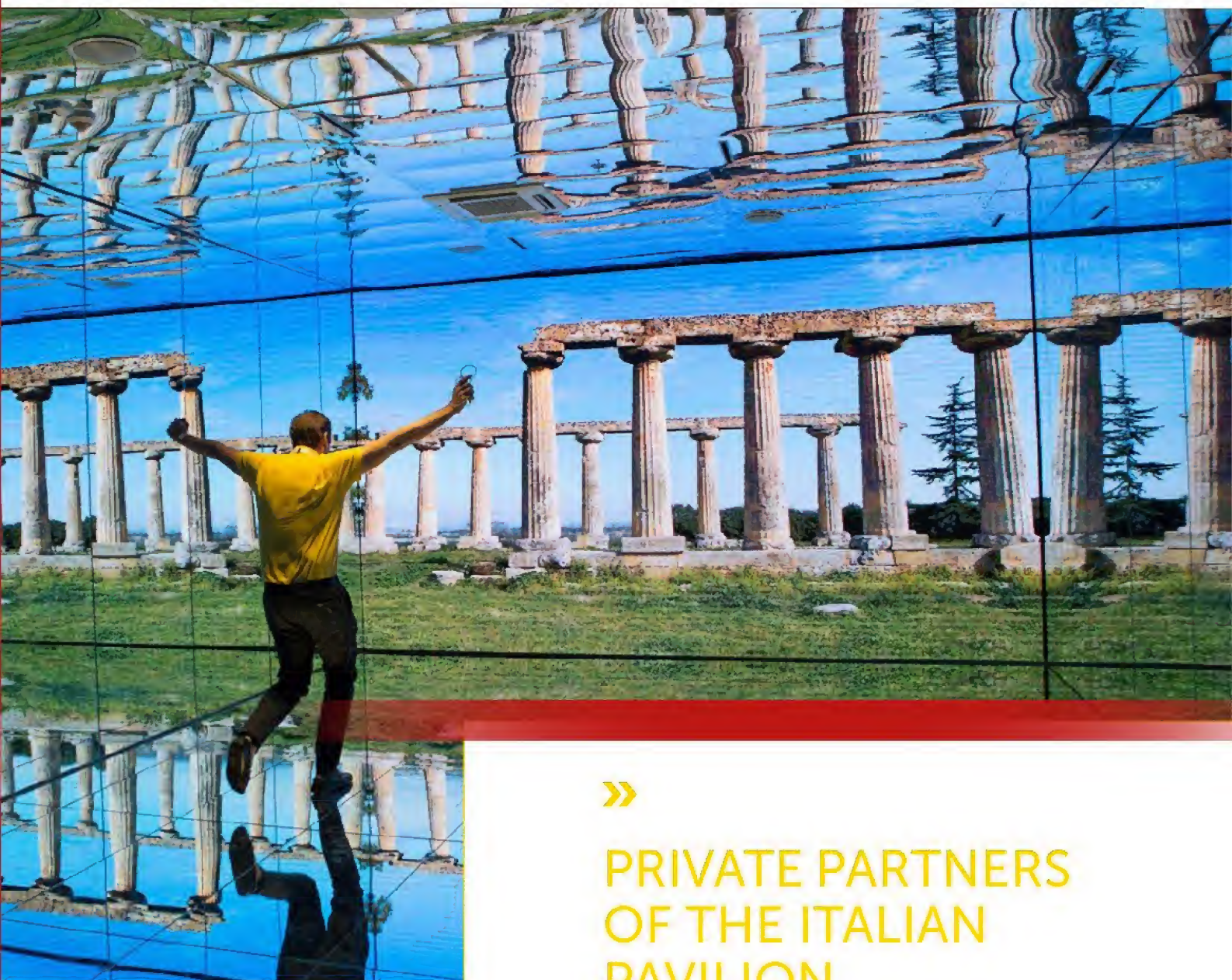
FCA provided the Expo with a total of 105 eco-friendly cars in the FCA fleet:

- 35 were used by the staff of Expo 2015 S.p.A.;
- 50 Fiat Natural Power 500LL (which could also use bio-methane fuel) were allocated to delegations of the participating countries;
- 10 Fiat 500, which were used on the Expo site;

-10 Fiat 500, which were used for institutional needs.

FCA was also present with the Fiat brand at the Expo site thanks to an urban design project, consistent with the values of the event and environmental sustainability: the 500 planters project "Per Fare un Albero" (To Make a Tree), designed by architect and designer Fabio Novembre.

CNH created a pavilion of 1,600 square meters, designed and built according to the canons of eco-friendly and energy saving architecture, giving visitors a vision of sustainable agriculture today and in the future. An interactive itinerary presented innovative products and technologies of New Holland Agriculture that reconcile efficient productivity with the rational and sustainable use of resources.



PRIVATE PARTNERS OF THE ITALIAN PAVILION

To provide the broadest range of opportunities, the Italian Pavilion planned and successfully implemented a strategy to engage private partners.

As in the program for Expo Milano 2015, partners and sponsors contributed significantly to the execution of the event – through VIK or in financing – and in some cases by creating their own

exhibition or commercial space along the Cardo. This is a specific example of how the different parts of the country supported the construction of Expo Milano 2015 and took advantage of the global promotion platform offered by the event.

Partners

WITH PARTICIPANTS

Expo 2015 S.p.A. helped the participating countries to adjust to Italian standards and laws by providing them with guidelines and regulations as well as through day-to-day advising.

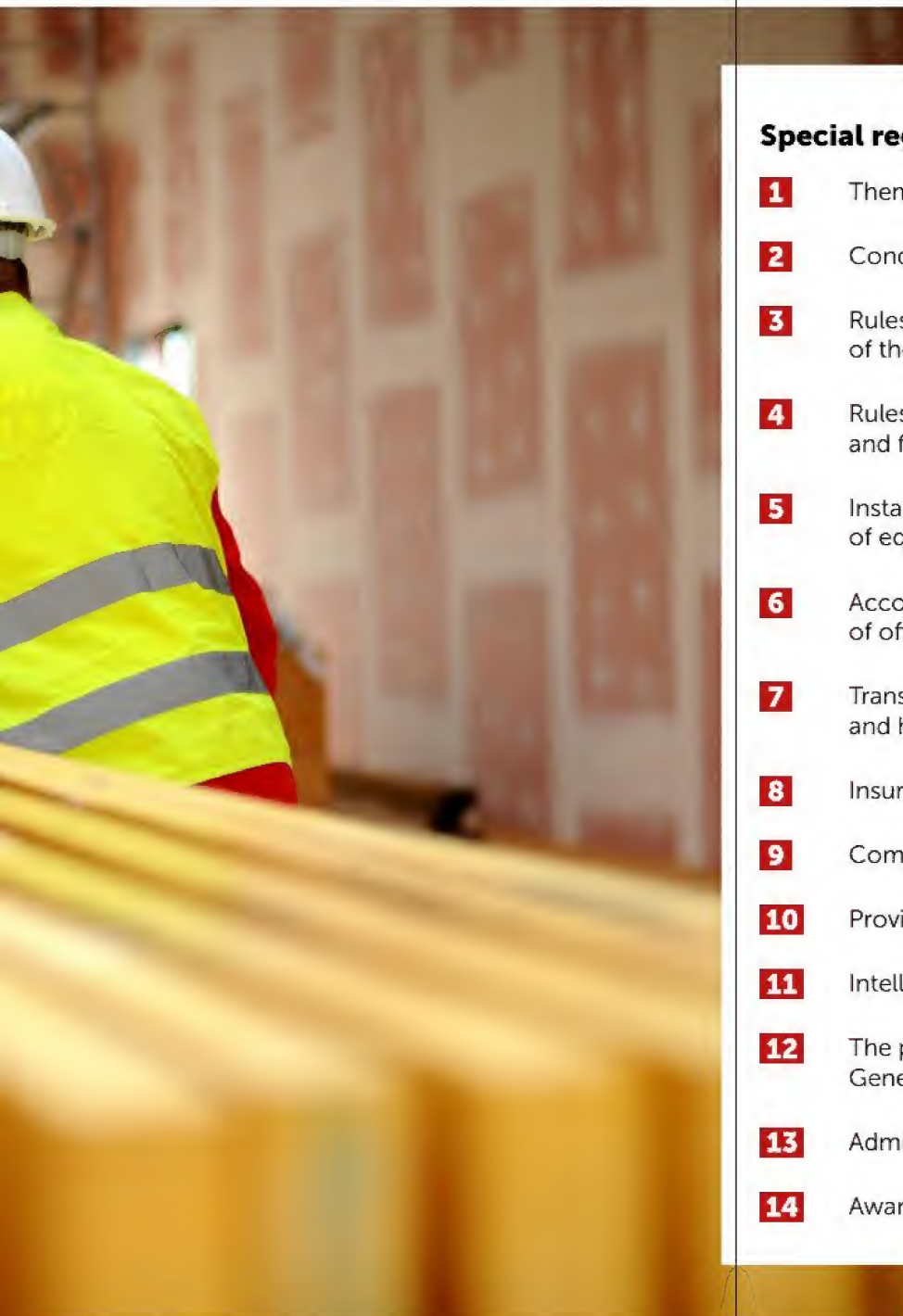
Once they accepted the invitation, participants signed a contract to formalize their participation at Expo Milano 2015. This was a delicate phase of defining the rules and regulations for abiding by the host country's legislation, the General Regulations of Expo Milano 2015, and the guidelines and regulations governing the operations of the Expo site. All official documents, including several guidelines for participants, were written and provided by Expo 2015 S.p.A.

The participation contract and the special regulations

The first draft of the contract was made in the Candidacy Dossier, along with the financial plan and the legislation to be applied during the period of the Expo. The final text was then developed in close collaboration with the BIE. The contract defined the terms of participation, formalized the assignment of the lot, gave general indications on the creation of the exhibition space, and reported the obligations of Expo 2015 S.p.A. toward countries (communication of applicable laws, regulations, guidelines and policies of the Italian government and authorities).

The commitments that the participants were called upon to respect were detailed in special regulations, describing in detail the items under the 1928 BIE Constitutive Convention and developed themes covered in the General Regulations, each dedicated to a specific theme.





Special regulations of Expo

- 1** Theme definition and development
- 2** Conditions of participation
- 3** Rules for the functioning of the Steering Committee
- 4** Rules for construction and fire protection
- 5** Installation and operation of equipment and machinery
- 6** Accommodations for the staff of official participants
- 7** Transportation, customs clearance and handling of goods
- 8** Insurance
- 9** Commercial Activities
- 10** Provision of general services
- 11** Intellectual property rights
- 12** The privileges of Section General Commissioners
- 13** Admission to the Expo site
- 14** Awards

In 2012, three years before the opening, Expo 2015 S.p.A. forwarded to the General Assembly of the BIE for its approval the first ten regulations. The last four were sent in November 2013.

Following the approval by the General Assembly, participants were able to download the regulations from the Participant Digital Management System (PDMS), a dedicated platform for sharing materials between Expo 2015 S.p.A. and the participants.

→ GUIDELINES

To help participants in the development, preparation and management of the Universal Exposition, Expo 2015 S.p.A. provided 23 separate guidelines on specific issues. The **International Participants Guide**, presented during the 2011 IPM, addressed the operational side of the event, identifying key aspects of the theme, the Expo site and the participation model. The **Theme Guide** introduced at the next IPM, provided indications for the development of the theme within the exhibition spaces and on drafting the Theme Statement.

More than 3,200 pages
divided into over 100 guides
and operational documents
of various kinds

The **Cluster Guidelines** were the first organic presentation dedicated to this new model, providing a preliminary description of the space and all the information regarding the participation. For those who preferred more traditional classical pavilions, there was a **Self-Built Exhibition Space Guide** on construction, installation and dismantling, while the **Guide to technological services** explained the technology available for the pavilions, distinguishing between required and optional services. The **guide to technical installation requirements** gave directions for the design and construction of installations. The **Works management guidelines** were the operating manual for the construction and management of construction works of the Self-Built exhibition spaces.

Comprehensive
guidelines
allowed the
Countries
to stay in line with
the theme
and comply with
regulations

A focus on the sustainability of the event was emphasized by the **Guidelines on Sustainable Solutions**, with suggestions and indications on how to increase the environmental sustainability during the design, construction, operation and dismantling of the exhibition spaces. **Green Procurement Guidelines** provided a selection of suppliers that could ensure high ecological standards. Hygiene and safety standards for the preparation and handling of food products were regulated by the **Guidelines for Dining Areas**, while the **Food & Beverage Guide** gave practical information on food supply, indicating logistical aspects and distinguishing between the different models. The **Commercial Activities Guidelines** provided guidance on sales activities. The **Volunteer Guide** gave instructions to countries on how to join the International Volunteer Program. The supply and shipment of goods was addressed by the **Logistics Guidelines**, dedicated to regulating the supply and transportation phases, while

the **Custom Guidelines**, developed with the Customs and Monopolies Agency, provided information on customs procedures and facilitations planned for Expo Milano 2015. Equally important were the **Waste Management Guide** for the disposal of garbage produced in the Expo site during the Expo, for the purpose of minimizing the environmental impact, and **Guidelines on Food Safety and Consumer Protection**, an introductory tool for the use of Hazard Analysis and Critical Control Points (HACCP) and the development of a Self-Monitoring Plan on food handling

and administration practices. For visitors and foreign workers, **Guidelines in the matter of foreigners' entry and stay** were written in collaboration with the Ministry of Foreign Affairs, the Ministry of the Interior and the Ministry of Labour and Social Affairs, while the visits of delegations were regulated by the **Protocol and Institutional Events Guidelines**. The **Event Guide** included rules and procedures for the staging of live events on the Expo site, including the technical details of the locations available to participants, while the **Accreditation Guide** relayed instructions and procedures

for the accreditation of people and vehicles. The wish to create a shared and welcoming environment led to the issuing of **Guidelines on Signage and Communication**, an information system that enabled the development of a shared image. Finally, the **Guidelines on the Service Centre for Participants** illustrated the services provided by the Centre and its operating methods. Numerous operating manuals, handbooks, instructions and forms designed to regulate and manage all operational aspects were added to this wide range of guidelines.



CATALOGUE FOR PARTICIPANTS

Created through an agreement signed on 12 December 2012 by Expo 2015 S.p.A. to govern the multi-year activities carried out by the Chamber of Commerce to support the event, the catalogue was an on-line marketplace that allowed participants to contact businesses and professionals for the design, construction, furnishing and management of the exhibition space.

Thanks to the multimedia dimension of the catalogue, companies could log-in and update information about products and distinctive features in real time, and be certified as "selected vendors."

The positive feedback led Expo 2015 S.p.A. to keep the platform active until June 30, 2016, to provide additional support during the dismantling stage.

WITH INTERNATIONAL ORGANIZATIONS

Cooperation with international organizations was of paramount importance to the development of the theme throughout the Expo site.

The United Nations and the European Union offered continuous cooperation and support, both before the event and during the event. Expo Milano 2015 placed special emphasis on the UN's Millennium Development Goals, developing a Memorandum of Understanding which was reflected in the Participation Contract of the UN. For the first time, the United Nations did not have a pavilion but opted for a widespread, cross-cutting presence at the Expo site, choosing an innovative approach that strengthened the pervasiveness of the theme and the initiatives related to the "Zero Hunger" campaign.

The international projects of Expo Milano 2015 were crucial from the beginning of the candidacy. They later played a prominent role in the involvement of participants and visitors, making Expo Milano 2015 an international showcase and a global laboratory of ideas for good practices in the field of agriculture, energy, health and environment.





> WITH CIVIL SOCIETY

Expo 2015 S.p.A. stood out for the engagement of Non Official Participants and Civil Society, a key player for the development of the Theme and of the visitor experience. Cascina Triulza - the hub offering a complete programme of events, seminars and conferences in collaboration with countries and organizations - was the core of the innovative civil society participation model of Expo Milano 2015.

To complete the panorama, a number of NGOs join to the event by participating with self-built pavilions and programs of events: ActionAid, Alliance2015-CESVI, Basmati Pavilion, Andrea Bocelli Foundation-Massachusetts Institute of Technology, Caritas Internationalis, Italy and Ambrosiana, Don Bosco Network-VIS, the Erasmus Student Network, the European School of Oncology (ESO), Fairtrade Foundation International, Fondazione Triulza, the Kip International School, Lions Club International, Oxfam, Save The Children, Veneranda Fabbrica del Duomo di Milano, the World Association of Agronomists-CONAF, World Expo Museum, and the WWF.

» THEMATIC CLUSTERS

Since the first event, held in London in 1851, every universal exposition has been a platform for innovation and debate on current issues, leaving a useful legacy of ideas. One of the major innovations introduced by Expo Milano 2015 was the thematic clusters, an egalitarian and inclusive participation model designed to assist countries that would otherwise have been unable to sustain the expense of their own pavilion. An improvement on the traditional formula of a joint pavilion, clusters increased the participants' personal contribution to the interpretation of the theme and enhanced national identity, through an organizing principle that went beyond traditional geographic borders. For the first time countries were grouped according to an aspect of the theme that they shared. The project was developed and the cluster themes were identified through a collaboration between Expo 2015 S.p.A. and the participants, who could choose from a range of options or make their own proposals. One example was the Rice Cluster, distinct from the other grain clusters at the request of Southeast Asian countries, who wanted to emphasize a central product in the local diet and economy. Another example is the Bio-Mediterranean Cluster, which was suggested by Lebanon to send a message of a meeting of peoples, civilizations and religions. The themes of the nine clusters were identified as follows: three thematic identities (Bio-Mediterranean, Arid Zones, Islands) and six food chains (fruits and vegetables, spices, cereals and tubers, cocoa, coffee, and rice). The clusters were areas rich in content and ideas, in which each participant

made a significant contribution to the theme, interpreting and showcasing the best raw materials and specialty food from each country.

From an architectural and landscape perspective, thematic clusters grew out of an experimental approach led by the Milan Polytechnic, which involved universities and students from all over the world. The intense and continuous interaction of Expo 2015 S.p.A. with other countries, and its scientific collaboration with the Agriculture Department of the University of Milan, produced compelling ideas and positive reactions from participants. Starting in March 2012, workshops were held for each cluster. Countries participated actively

> Box assistance to developing countries in **Chapter 2**

in discussing proposals and defining a theme of reference. The design and construction of each cluster began on this basis, helping participants to develop exciting and innovative content. To further enhance this process, the decision was made to involve students and professors from universities and with different cultural and geographic backgrounds. In the summer of 2012, the international architecture workshop was held, involving 18 schools and colleges of architecture and design with an international reputation. The 200 students who participated developed three projects per cluster, which they then presented at the International Participants Meeting in October 2012. Among the

proposed concepts, 27 countries selected those most significant for them, which were developed and engineered by the Milan Polytechnic together with Fiera Milano.

The common areas of the clusters hosted thematic and scientific exhibit for the duration of the Expo. Some of the Italian universities involved in the development of these materials were: the seven universities in Milan, the IUAV in Venice, and the University of Naples II. Local authorities who wanted to benefit from the commercial and tourist opportunities of the event (such as the Italian provinces of Pavia, Vercelli, and Lodi, which were actively involved in the work of the Rice Cluster)

offered additional thematic elements. The remaining workshops were hosted in the cities most representative of each theme: Palermo for the Bio-Mediterranean Cluster, Cesena for fruits and vegetables, Pavia for rice, Perugia for cocoa, Parma for cereals, and Trieste for Coffee, while Bergamo hosted the final meeting of the event. International organisations (in particular the United Nations, the Caribbean Community, and the Pacific Island States Forum) and civil society contributed to the development of the themes of the cluster with scientific contributions and meaningful content, ensuring the participation of member states and guaranteeing their presence.

Spaces of sharing, growth and dialogue among the peoples of the world

5.3

2011-2015. Build a Memorable Expo Site

A collective construction site driven by the general willingness to achieve the common goal: a curated, complex work that dazzled the world.

It took several years to build Expo Milan 2015 and involved tens of thousands of technicians and workers.

The operative and collaborative model that led to the creation of the universal exposition was one of the most precious legacies of this world Expo: Expo 2015 S.p.A. enabled the coexistence in the same space of different cultural realities, which for the first time had to deal with a foreign regulatory system. Despite this and many other difficulties, work was completed on time. In the initial phase, Expo 2015 S.p.A. was the only entity on the construction site.

Over time, with the arrival of teams from various countries, the complexity of administering the project increased.

During the construction process, the organizer received decisive support from MM (Metropolitana Milanese), Italferr and Infrastrutture Lombarde, which supported various stages of the construction process by enabling correct, safe and timely completion of the work.

The construction of Expo Milano 2015 lasted three and a half years,

and was completed just hours before the opening ceremony in a true race against time. The main difficulty was the simultaneous presence of workers and technicians of different nationalities and countries, each with different needs and customs. This fragmented reality brought together organizations and individuals from all over the world.

The measures adopted by Expo 2015 S.p.A., together with the hard work of the trade unions

and the authorities, led to optimal safety results in the workplace. The absence of major accidents or fatalities is worth highlighting since it shows the extreme care and organization that went into the working processes and the internal rules of the construction site. The guides provided to countries conveyed a shared working method that allowed the enhancement of projects without losing sight of individual safety or the deadlines to be met, a fundamental legacy for the future.

The infrastructures
of the event were
appropriate to a city
of over 250,000 inhabitants



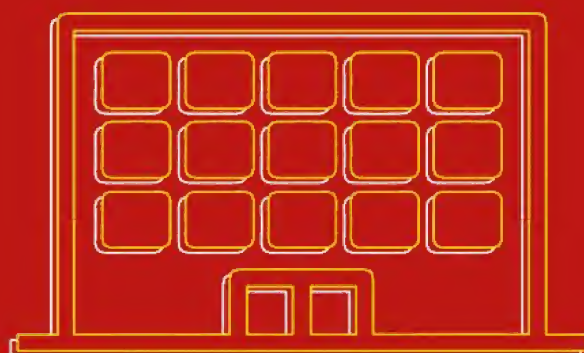
peak attendance of

10⁰⁰⁰

workers on site during
the month of March 2015

6MLN

labour hours



companies involved in the
work

95⁰⁰⁰



8⁰⁰⁰

m³ of lumber



70⁰⁰⁰

tons of steel

5x 



32

months



36⁰⁰⁰

m³ of concrete



internal roads at the site

23KM



110
hectares



2000

km of electric cables



value of work
1.9MLN



6000
meters of canals

Safety at Expo Milano 2015 began with construction



ACCIDENTS ON CONSTRUCTION SITES OF EXPO MILANO 2015

NUMBER OF ACCIDENTS	FATAL ACCIDENTS	ACCIDENTS > 40 DD
99	0	10

ACCIDENT FREQUENCY INDICES *per year per 1000 workers*

*Accidents recorded in the same period
of time in less complex sites*

Expo Milano 2015	Construction Prov. Milan	TAV Shipyard Milan-Turin	Winter Olympics sites Turin 2006
27	35	74	90

Work on the site began in November 2011, with a **land remediation process** and opening up of internal traffic (transmission lines and channels). Parallel construction began on the foundation for the Expo Milano 2015 Expo site: concrete plates enriched by green areas (crops, orchards) and surrounded by a canal alternating with phyto-purification basins. The **waterways project** was a virtuous action associated with the event: although partially completed, it allowed total redevelopment of the harbour in the centre of Milan and the construction of a canal system to refresh the Expo site with no need to resort to artificial means. Immediately after the preparatory works, the **foundations for the self-built pavilions** were laid, and then the **first elevations**. The green space was added last (five days before the opening) to prevent damage to the vegetation by construction works still in progress. Until July 2014, the Expo site did not show any progress at first glance, except for the tents on





A close race
in which all the
stakeholders played
an essential role

the Decumanus and some work sites for the first pavilions. This was because the first and most important stages of work on the complex infrastructure took place below ground level. When the first buildings began to rise, a significant percentage of the work had already been completed.

Having a fixed, unmoveable opening date encouraged and pushed the teams on the construction site to **give their all for a common goal**, adapting their blueprints to the needs of the moment.

In general, the atmosphere outside of Expo Milano 2015 was filled with scepticism, but which turned into enthusiasm the moment visitors were able to cross the threshold of the event and verify in person its uniqueness.



FIRST PHASE

from January 2011 to January 2013

In the first two years of work, Expo S.p.A. was the only entity present on the Expo site. A very different situation would come to pass in the following years, with the simultaneous presence of several stakeholders.

One of the first and most important events was making available the area for the Expo site, defined on June 1, 2011, through the establishment of Arexpo S.p.A., a company with

majority public ownership. The company purchased all of the land and made it available to Expo 2015 S.p.A. – which returned them in 2016 to guarantee the legacy of the area. The area chosen to host the Expo was perfect for the task thanks to its convenient location, easily accessible from downtown Milan, with transportation connections to the region, near the Rho Expo site, and 110 hectares to work

with. The initial reclamation work took time and effort due to the presence of highway infrastructures (Highway A4 Turin-Venice and A8 Milan-Laghi Highway 33 and County Road Rho-Monza), several canals, and the power line, which significantly slowed and complicated the process.

The site was also crossed by a road that connected directly to the Rho neighbourhood in

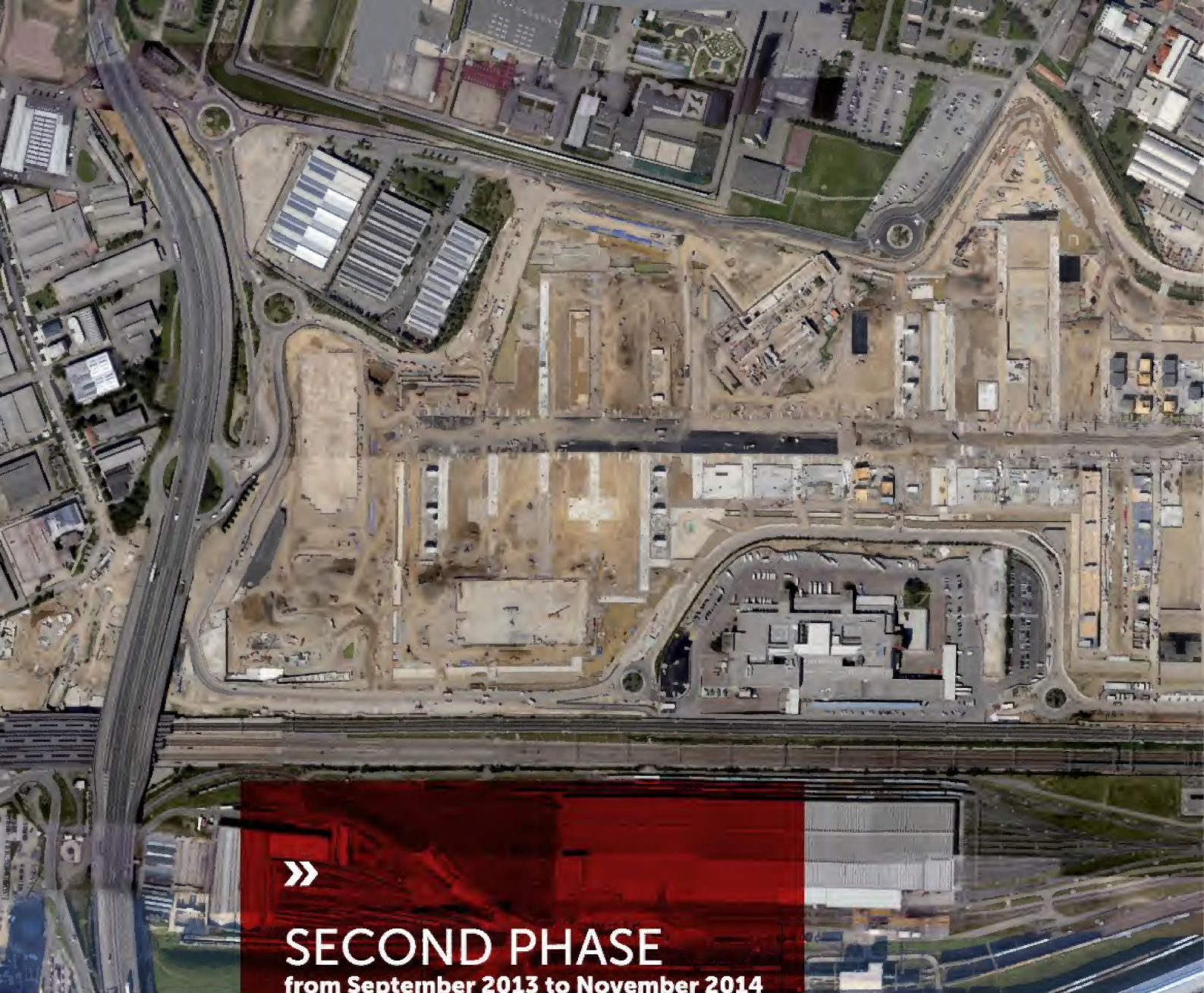


Milan, a busy artery important to the local road network, which was kept open as much as possible even with work in progress. This decision obviously increased the difficulty of the work, but made it possible to avoid a major impact on traffic. To prevent flooding from the large number of canals, a 20 thousand square meter basin was built to accommodate water accumulations.

Once reclamation was complete in April 2012, construction began on the Piastra, the artificial expo foundation from which the city of Expo Milano 2015 rose. This was the most important infrastructure of the Expo site and was built proceeding from east to west, to make the most of the land already cleared following this same direction. There were three main elements to the foundation:

- the water works, including the

- water canal that hugged the perimeter of the area, the Lake Arena, and the phyto-purification tanks for rainwater recycling;
- The Cardo and the Decumanus, the two major roads from which all the other streets originated;
- the technological systems for security management and logistics.



SECOND PHASE

from September 2013 to November 2014

Once the piastra was prepared, it was time to accommodate the many entities arriving to build their own pavilions. Expo 2015 S.p.A. played the role of guarantor and supervisor to assure the success of the participants' work, pointing out flaws or problems in the design phase and during implementation, also to ensure compliance with the law. Having multiple building sites on the construction site

added to the complexity of the endeavour, often forcing changes in the projected schedule to deal with unforeseen events that materialized with the passage of time.

The construction of the pavilions was not the only thing going on. Much under ground work was still in progress, especially on the western side of the site, which had been inactive for a long period because of waste materials

from other works during the conclusion phase. Other tasks included the management of the many visits of international delegations to their respective lots to monitor the progress first-hand.

Entries to the site were regulated by 70 employees from Expo 2015 S.p.A., MM, and Italferr, who coordinated access to the Expo site night and day.



– THE DESIGN OF THE PAVILIONS

Once individual lots had been assigned to participants, Expo 2015 S.p.A. continued the work of assisting countries and others who created the spaces, to verify compliance with the construction rules, guidelines, and Italian law of the various projects. Ensuring completion of all work on the pavilions by the May 1 deadline was one of the main difficulties. Some countries had taken steps to design and build the facilities well in advance (Germany, Principality of Monaco, the United Arab Emirates, Kazakhstan, Switzerland and Japan). Other countries that came on board later designed and finalized their spaces in record time, such as Ecuador (70 days), Romania (90 days), and Turkey (100 days).

Foreseeing the complications that participants would face during the proposal approval phase, the multiple entities they would need to address, and the extraordinary nature of the

event, Expo 2015 S.p.A. cooperated with Italian authorities for a maximum simplification of procedures. On November 7, 2013, the Commissioner of the Government established the Supervision Commission for Expo Milano 2015 (CVI-Expo), made up of the competent organisations (including the Fire Department, the Health Department, structure experts, electrical engineers, experts in architectural barriers, and local police), to assure that all projects were examined and approved through a single procedure. The Commission was presented a detailed design on which the Expo 2015 Technical Office and CVI-Expo performed all assessments or any corrections to the design within an average of 16 days from receipt. A total of 378 opinions were delivered – in record time – by the Commission, guaranteeing, also thanks to the integrations and prescriptions required, that all the structures of the universal exhibition be built in full compliance with Italian regulations and the highest standards of safety and accessibility. The process was mapped on a PDMS platform, on which the participant could track the progress of the analysis.

The Commission continued its inspections during the semester to ensure that the corrections were respected.

The task:
simplify
and verify



MAKE IT REAL

The construction of each piece and each service managed directly by Expo 2015, before and during the event, required a sophisticated system of procedures in accordance with the dictates of the law, and the measures dictated by the Protocol of Legality. By 2014, this process could count on an important collaboration with ANAC, which allowed the creative vision to become a reality

on a tight schedule: 500 bids for tender were held in six years to outsource goods and services of all kinds, to about 2,000 suppliers employing tens of thousands of workers. A fundamental process that led to the development, promotion and management of Expo Milan 2015.

> [Protocol of legality,](#)
go to **Chapter 4**



SIMPLIFIED PROCEDURE ON CONTROL OF LEGALITY FOR COUNTRIES

To prevent any possible infiltration by organized crime and protect participants, the Prefecture of Milan (Ministry of the Interior), in cooperation with Expo 2015 S.p.A., developed an expedited procedure from which seven countries benefitted, to verify that the companies under contract were not linked to illegal activities. The procedure was performed in the spirit of the broader legal Protocol.

The documents were presented through the platform already used for registering companies operating on the Expo site, which allowed direct forwarding to the Milan Prefecture (in charge of the evaluation of the applications). By waiver of the ordinary Italian legislation in the context of respect for legality checks (Leg. Dec. 159/2011) a

quick response (from 45 to 15 days) was provided, which was further halved to one week by December 2014. Through voluntary compliance with the procedure, when the investigation turned up positive evidence, the participating country removed its companies from the job. Thanks to the platform, it was possible to strengthen supervision of all companies that worked on the Expo site and inform all countries – even those not adhering to the Procedure – of any irregularities. The controls were further accelerated by the use of the Siprex application, which networked the data of the companies, making it available to all the Italian police forces and to law enforcement agencies for possible cross-checks.



THIRD STAGE

from November 2014 to April 2015

As the deadline approached there was a final sprint that brought together all the stakeholders on the Expo site, as attested to by the spike in number of workers, cresting at 10,000 in March 2015. There was an incredible concentration of human labour, almost unique in its kind, especially among the numerous

entities with which Expo 2015 S.p.A. had to align its timing. This on-going mentoring enabled the design and construction of pavilions consistent with the theme and the guidelines. Support for countries was offered by a dedicated multidisciplinary team, composed of a Country Officer, a Technical Office

Account, the Technical Office, and Partner Accounts, which assure constant support through constant monitoring. At the same time, advanced IT tools were used to share information and the technical documentation needed to develop projects and services. This created a genuine "construction site diplomacy,"



another name for the constant contact with participants, which was one of the hallmarks of this important collective international effort.

Each participant indicated the name of a Technical Supervisor who acted as a liaison on design issues and oversaw the quality,

safety and functionality of the exhibition spaces.

The organizer had an on-site manager with whom to coordinate relations with the technical supervisor, a task force to monitor the work, and a general coordinator with a focus on worksite safety. Monitoring

took the concrete form of a large number of inspections – done in cooperation with the relevant supervisory entities – and meetings with company representatives, as well as coordination activities to make temporarily available to participants spaces outside their own lots under construction.



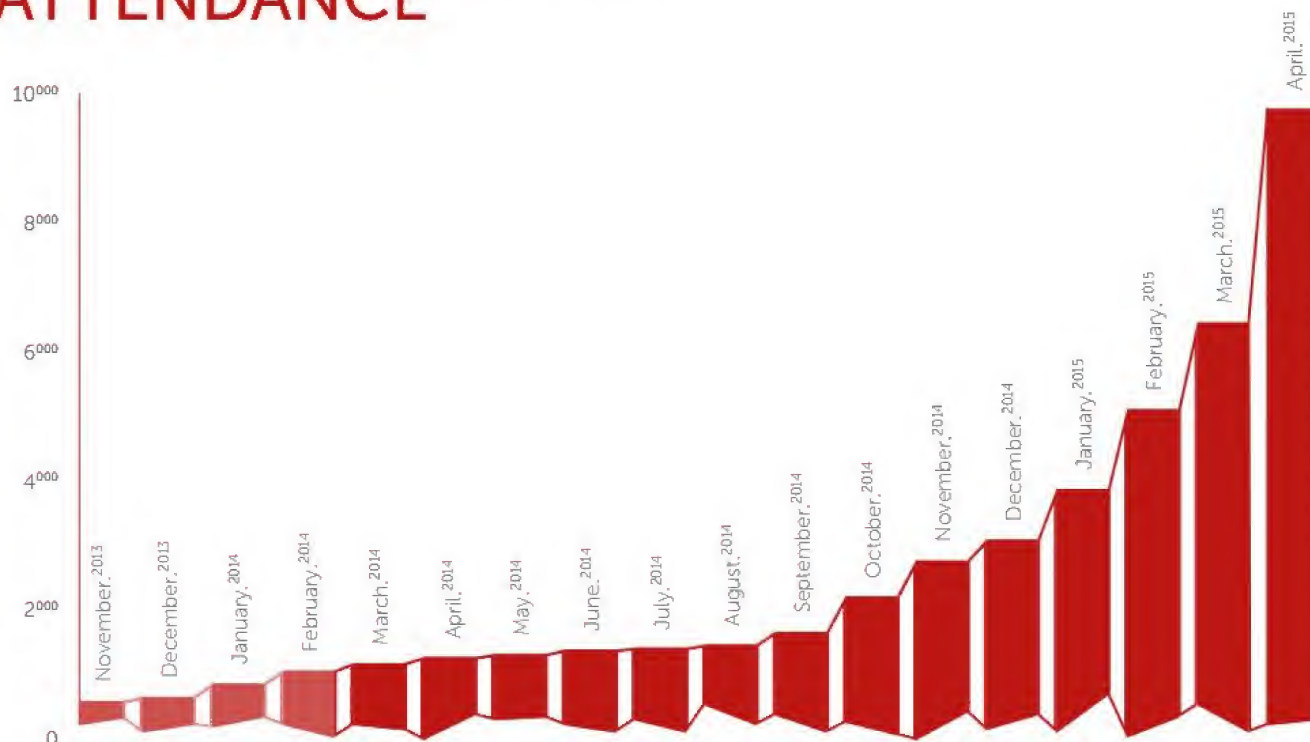
MAY 1, 2015
Opening Ceremony

The "City" is ready.





CONSTRUCTION SITE ATTENDANCE



IT TOOLS

To support the design and construction phase, Expo 2015 S.p.A. used two important digital platform. The first, PROJECTWISE, is an innovative tool for managing and storing technical documents relating to the design and construction of work on the Expo site. One part of the platform

was dedicated to the uploading and storage of participants' projects. They were given access through credentials assigned to qualified personnel. The second, SIGEXPO, was specifically designed to manage the registration, authorization and access to the construction site

of companies, media, and professionals. SIGEXPO ensured an high level of safety and traceability of all incoming people and vehicles. To simplify the use of the platform and identify a clear line of responsibility, each participant indicated a single manager who had undergone a specialized training programme.

Through SIGEXPO, the participants subject to the Protocol for the control of legality could also submit the necessary documentation, while the Milan Prefecture was able to control and verify in real-time the businesses working on the Expo site.



THE TRACKING SYSTEM ALLOWED US MANAGE

35,762

procedures, 4,478 of which
involved regarding the
control of legality

8,758

businesses

262

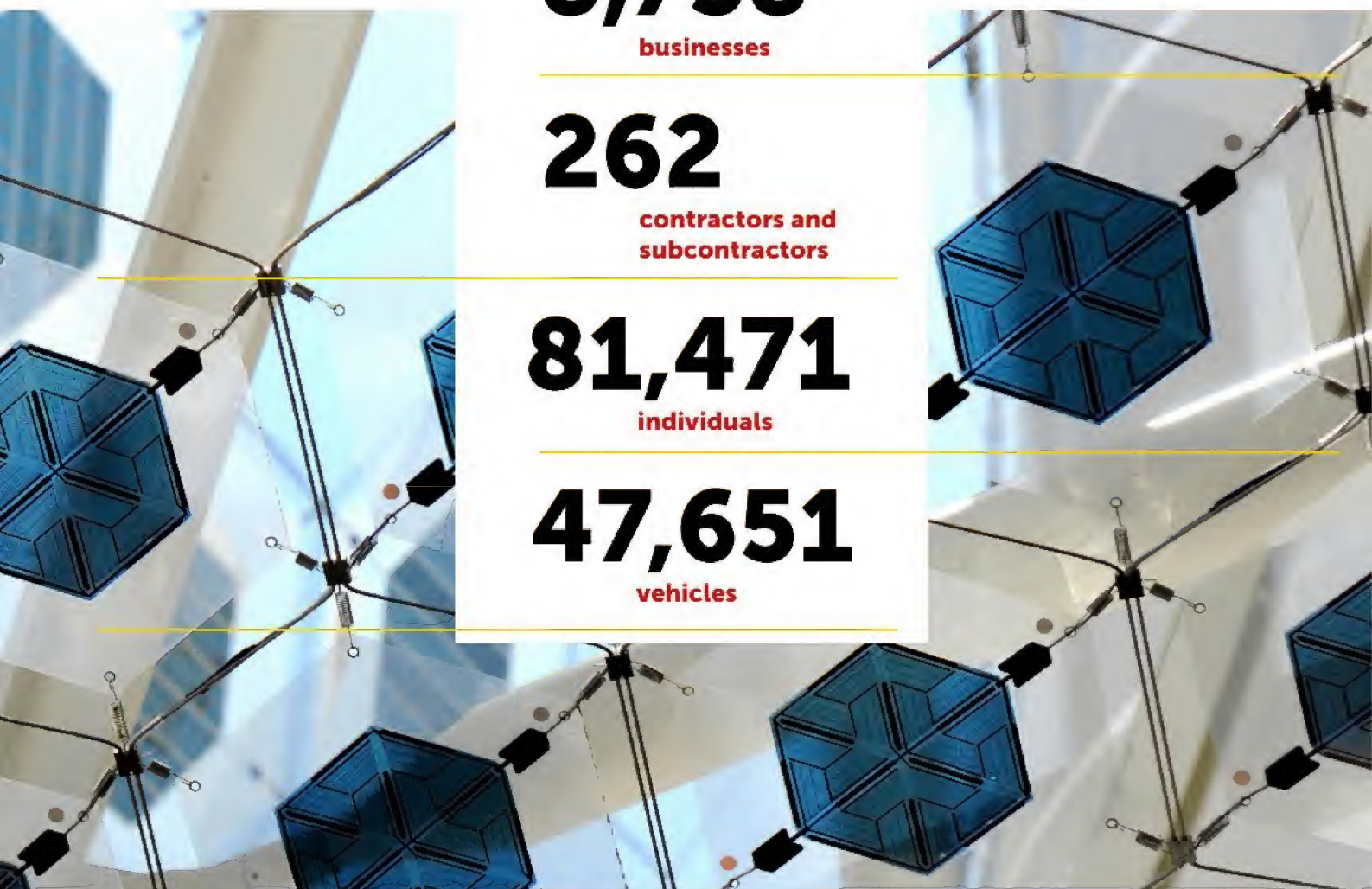
contractors and
subcontractors

81,471

individuals

47,651

vehicles





COLLABORATION WITH LOCAL AND TRANSPORTATION ENTITIES

For the construction and management of the Expo site infrastructure, Expo 2015 S.p.A. engaged some of Italy's key technical and industrial players. Examples include the outstanding contribution provided by companies reporting to local or national public authorities on the basis of signed agreements, and the impeccable work of public entities such as Arpa, ATS and firefighters. The following examples are an excerpt of what took place along the way and a testimony of how the country's best strengths were able to put themselves at the service of the event. Without their intervention would not have been possible to build Expo Milano 2015.

METROPOLITANA MILANESE

- Final construction design of the major works for Expo 2015 S.p.A. (removing interference, expo main grid (piastra), service areas, walkways, Cascina Triulza, Open Air Theatre San Carlo, EC3) and construction management and safety coordination for service areas, walkways, Cascina Triulza, Open Air Theatre, and EC3.
- Overall coordination and support of environmental questions.
- Leading the execution and maintenance of the Expo site during the Expo period.

ITALFERR

- Support to ensure the timely execution of the projects (including the Expo Centre, the Pavilion Zero, the Children's Park, the thematic clusters, the corporate pavilions, and the concrete foundation) and pavilions.
- Coordinate 400 contractors and sub-contractors (more than 5,300 employees) with worksite presence of 40 technicians.
- Oversee environmental monitoring activities in accordance with the law.

INFRASTRUTTURE LOMBARDE

- Contractor for the construction of Expo site accessibility (Molino Dorino-A8 road connection).
- Technical and administrative activities of support and assistance to public works projects related to Expo 2015 S.p.A.
- Project management and support to Expo 2015 S.p.A. on construction of the expo main grid (piastra), service areas, green areas, Expo Centre, the Pavilion Zero, and the foundations of the participating pavilions.

ARPA

- Preliminary environmental examination of the Expo site, characterization of areas potentially contaminated by pollutants, reclamation areas and securing of the aquifer, management of excavated material and waste from the worksite.
- Technical Support for Environmental Observatory.
- Intensive meteorological monitoring 24/7 of the Expo site with early warning bulletins and installation of a weather station.

ATS

- Organize 538 inspections of safe and healthy working conditions during construction and the six month of the Expo.
- More than 700 food safety inspections (including the veterinary area and drinking water, in coordination with the relevant authorities).
- Almost 7,000 work hours of environmental assessments related to building designs.

NATIONAL FIREFIGHTERS CORPS

- Fire Prevention Activities and upgrading of emergency technical assistance service.
- Protecting sensitive targets and infrastructure.
- Expo site security services including inspecting fireproofing, chemical laboratory and decontamination unit, with up to 60 units deployed.

Designing the Expo also meant implementing all the necessary measures to allow visitors to access the event without difficulty. Years of meticulous preparation allowed everything to be done efficiently, with a twofold result: the orderly and sustainable flow of over 21 million visitors, and a positive impact on the normal life of the city of Milan. This challenge was met successfully thanks to cooperation between Expo 2015 S.p.A. and some of the leading Italian public transportation players.

TRENITALIA

- Develop extensive and innovative train services for visitors as the Official Global Rail Carrier.
- Improving the high-speed rail system (with Milan served by 236 trains daily, of which 148 Freccie high-speed trains, for an overall supply of 130 thousand seats a day between domestic and international connections).
- Daily service to Rho Fiera Expo Milano 2015 of 37 high speed trains.
- Increase rail services from abroad.

TRENORD

- Improve rail service with 379 daily trips connecting Lombardy to the Rho Fiera Expo Milano 2015 station (180 thousand seats a day).
- Lengthen and establish new suburban lines to reach the Expo site.
- Create special rail tickets bundled into Expo Milano 2015 access passes.

ATM

- Improve public transportation lines day and night in Milan and extend metro line schedules.
- Primary means of transportation for Expo Milano 2015, with 12 million people transported to/from the Expo site.
- Guarantee 99% punctuality and regularity of service.

SEA

- Information integration for Italian and foreign visitors through the implementation of Airport Mobility Infosystem (E015) and Chinese Friendly Airport projects.
- Assistance upon arrival to high-level foreign delegations in coordination with the Italian Government Protocol Office and the Expo Milano 2015 Protocol Office.
- Collaboration with activities to promote the Expo through info points, ticket offices, and installations inside airports.



EXPO BY NIGHT

In keeping with the Italian lifestyle and the rhythms of the city, Expo Milano 2015 proposed the Expo by Night format, a creative intuition conceived by the organizer during the preparatory phase and embraced by all the participants. This formula was as simple as it was successful: the pavilions would remain open until 8:30pm, the event and dining areas until closing, and an evening program that included dinners, DJ sets, cocktails, dancing, theatre, music and colours from all over the world. The big shows like Cirque du Soleil's "ALLAVITA!" concerts inside the Open Air Theatre San Carlo, and the light and sound show of the Tree of

Life were the best way to end an exciting day. The initiative was a huge success thanks to the low price of evening tickets which, starting at 7:00pm, cost only 5 euros. A peaceful and jubilant crowd was able to discover and enjoy the gastronomic and artistic traditions of various cultures. An enchanted evening that lasted until midnight on weekends. And also for the Staff – when off duty – Expo by Night offered an opportunity to relax during their down time and then go home, either at the Expo Village or elsewhere, and get ready for an exciting new day at the Expo.

Specialized market research analysed the expectations and spending power of the Italian and foreign visitors

5.4

Personalized Tickets

The ticketing program made it possible to visit the Expo according to different schedules and ways, by day, with over 50 types of tickets, or in the evening, with Expo by Night.

> [Main go to Chapter 6](#)

At the same time as the first pavilions began to rise up from the foundations of the Expo site, tickets for Expo Milano 2015 went on sale in mid-2014.

The spaces and contents of the event had been defined and were in the process of being finalised. The only step left was to persuade visitors to become an active part of the Expo – involving them in an interactive path – by narrating the unique experience they would enjoy starting on May 1, 2015. At the same time, the public needed help navigating the various possibilities of entry.

The first step was to define the types of access a visitor required. Since the visitor experience was designed to accommodate different types of people, from families to business operators, several types of tickets were created to help achieve the goal of welcoming 20 million visitors. A fundamental outcome, explained already in the Registration Dossier, that had a double meaning: on the one hand, to ensure the sustainability of the event; on the other, to reach a large enough segment to give the Expo a truly global impact.

To meet the many needs of visitors, Expo 2015 S.p.A. defined more than 50 types of tickets, with different prices, based on various criteria: the type of visitor (adult, child, teen/student, senior, disabled, family), length of visit (single entrance, multi-day, evening), fixed date or open, and date of purchase (before the event or after the inauguration).



Expo 2015 S.p.A. also planned special initiatives to make the event accessible to all: they included the School Project – in collaboration with the Ministry of Education, University and Research – which created a learning platform to familiarize students with the theme before their visit, and made available a subsidized ticket at the low price of 10 euros.

Thanks to the contribution of the National Social Security Institute, all retirees and workers with taxable income of less than 10 thousand euros were able to visit Expo Milano 2015 for free. Several proposals were also studied with partners to engage their customers and employees, as in the case of Intesa Sanpaolo, TIM, and Coop.

DISTRIBUTION STRATEGY AND CHANNELS

To reach as many visitors as possible, Expo 2015 S.p.A. chose not to have an exclusive distributor, preferring a widespread distribution network organized according to two channels, technically defined as push (involving intermediaries) and pull (direct sales). For the first type, Italian and foreign tour operators were involved in the creation of tourist packages that included a visit to Expo Milano 2015: a tourism and expo cross promotion that was strategic not only to bringing in the 30% of foreign visitors registered by the end of the event, but also to promoting Italy across national borders. Others push channels that were used included distributors specialised in the resale of tickets, transportation companies, supermarkets, and even tobacco shops. Associations, organisations and institutions of various kinds also played an important role.

The decision to focus heavily on indirect distribution channels, forming a network of 110 advance ticket resellers and 15,000 outlets around the world, in addition to websites operated by distributors, enabled a widespread presence of Expo Milano 2015 in Italy and the world. This strategy allowed the sale of more than 10 million

tickets before opening, ensuring both significant savings and better distribution logistics.

The absolute value outcome was achieved thanks to the contributions of direct sales pull channels – the Expo Milano 2015 ticket offices and the info-point, the official website, and the Expo Gate in Piazza Cairoli in Milan. The ticket distribution was supported by a technology platform that was secure and certified by SIAE and the Internal Revenue agency.





THE PROMOTIONAL PROGRAM

The development of the distribution network and the contracting of distributors began in the Far East, through the organization of an impressive roadshow in China, which then travelled to South America, North America and – almost in parallel – Europe and Italy. This initiative accompanied and supported communication of the event thanks to the establishment of a structure within Expo 2015 S.p.A. dedicated to the promotion of tourism.

To achieve the main goals, starting in the second half of 2014, a close collaboration was undertaken with organizations and institutions, including the Italian Tourist Board (ENIT).

Promotional activities were carried out through participation in Tourism Fairs, cultural events, meetings with potential retailers,

and other activities carried out in collaboration with the network of Italian embassies, consulates and cultural institutes in the world. This operation was able to count on the collaboration of participants, partners, sponsors and ticket resellers, as well as local agencies for the promotion of tourism, such as the public company Explora, which was founded during preparations for the Universal Exposition.

The promotional program touched every continent, thanks to the tireless actions of a team within Expo 2015 S.p.A., which, for over a year, travelled to every corner of the globe.

CHAPTER 6

Communicate the Event

Expo Milan 2015 wanted to get the public involved even before crossing the threshold of the Expo site. A collective story for a subject of general interest, that also generated enthusiasm and dialog on social media.

6.1

A Universal Exposition that Became the Story

Part of the success of Expo Milan 2015 was due to cross-cutting communication, that led to sharing.



MILANO 2015



From experimental workshop laboratory to a new *benchmark* for large events. Also in terms of communication, Expo Milan 2015 capitalized on its potential, establishing itself as “the place to be,” a place for Italian and foreign visitors not to miss. In this sense it captured and reinvigorated the educational role of world Expo, drawing inspiration from the Theme to create specialized content and communication plans. The Event used technology and communications tools, including social media, which turned out to be not only valid allies but also indispensable “travel companions” for reaching the greatest number of people possible and making them key players.

The widespread consensus on the Expo was the result of complex and thorough planning that began well in advance and became more defined over time. The initial feeling about Expo Milan 2015 was skepticism.

To reverse this negative perception, media relations, press office activity, and a wide presence on social media and public and institutional events were needed in addition to developing a successful promotional campaign. Universal Expositions were born as an opportunity to showcase the host country and the participants, as meeting places with international organizations with whom to create new professional opportunities. A business-to-business dimension that had diminished in the past hundred years, almost to the point of disappearing. Expo Milano 2015 instead wanted to reinvigorate this tradition by involving the largest international companies in the construction and promotion of the Event.





In Milan, the first social media native Universal Exposition

The intense communications with the public began in 2013 with the appearance of the Expo logo all over Milan and the launch of the promotional campaign, "The Universal Exposition conquers Italy." This strategy was not only a tool needed for the success of the Event in terms of visitor participation, but also an important component of the Theme, fostering the sharing of ideas and exchange of opinions. Expo Milano 2015 sparked public debate on the right to food through contributions from experts in the daily newspapers, the appearances of the Ambassadors on the newscasts and major television programs, or by stirring discussions through official social media channels and

the web. One testimony to the incredible attention by the Italian media and public to the Expo comes from the web: in 2015 the word "Expo" was the most searched word in Italy on Yahoo search engine and on Facebook, and one of top searches on Google. From May 1 to October 31, 2015, international press devoted thousands of articles to the Event.

The communication strategies were guided by a single goal: to implement and enhance the educational focus so that the visitors and their participation in the Event would offer the most profound experience possible.

6.2

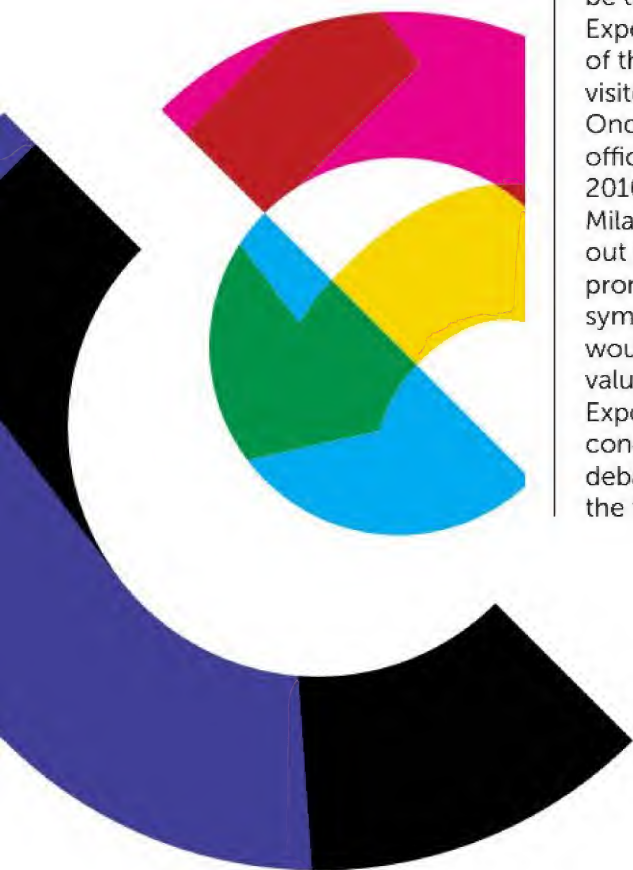
Expo in Terms of Graphics

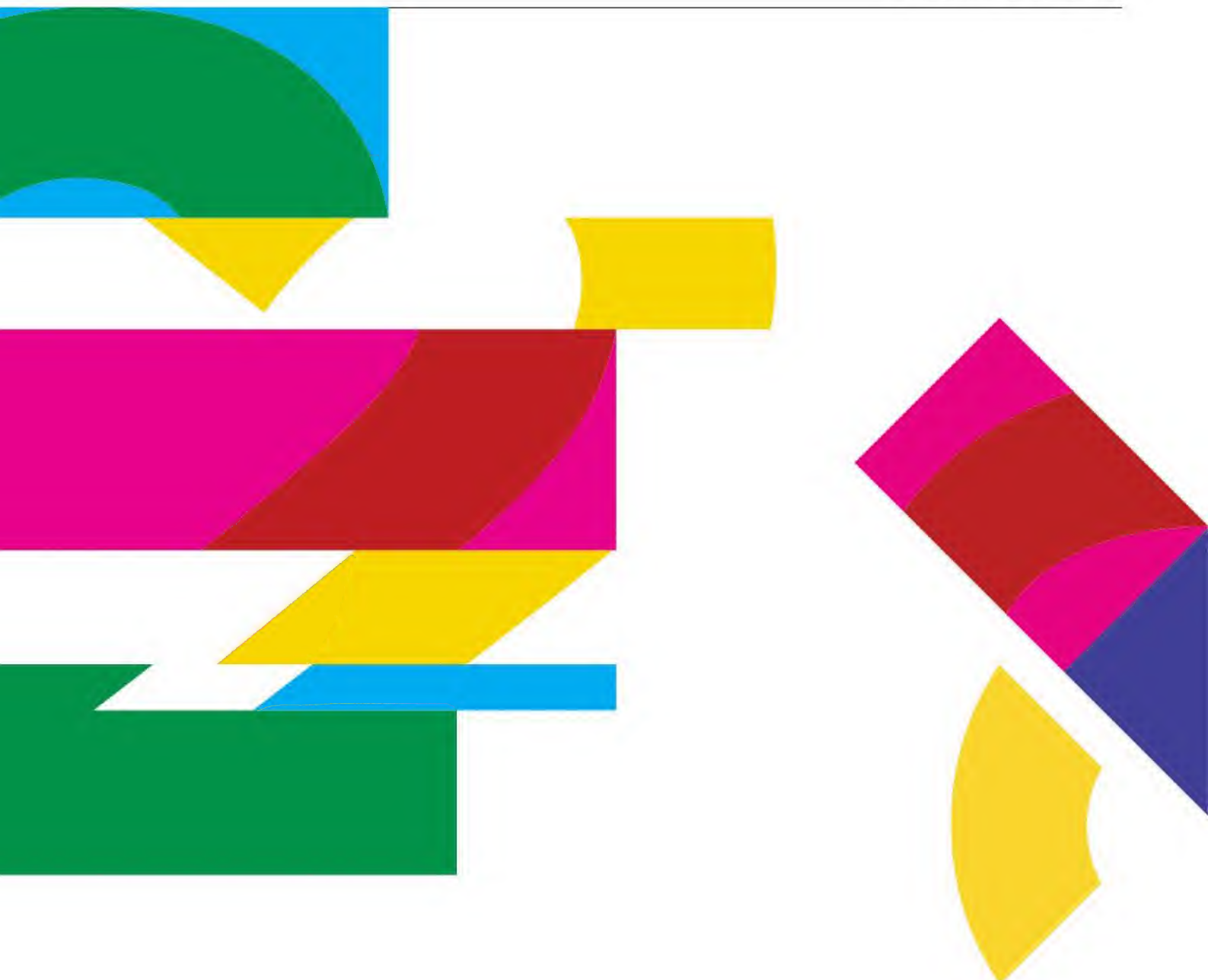
A Universal Exposition for all, at the same time: the people voted on the logo, choosing from among proposals submitted to a competition. Children chose the name of the mascot, Foody.

The logo used during the candidacy phase, the first graphic identity of Expo Milan 2015, was inspired by the famous Vitruvian Man of Leonardo da Vinci, a powerful symbol of classicism and the Renaissance but also a promise: the people would be the focus of the Universal Exposition. This was the pillar of the theme development and visitor experience.

Once Milan had been registered officially as the host city, in late 2010, a new symbol was needed. Milan wanted its Expo to stand out from previous editions, so it promoted a competition to find a symbol with a strong impact that would graphically represent the values and qualities of a Universal Exposition created to make a concrete contribution to the debate on the right to food and the future of the planet.

Yellow, blue and magenta: the intersection of these three colors create different hues. The name "Expo" overlaps the year "2015," to create new geometric shapes. The winning design of the competition for students and recent graduates of the schools of design and art, architecture, fashion, industrial drawing and commercial art was the work of Andrea Puppa, born in 1981. Selected from among 710 proposals, the image represents the meeting of light and life in which energy is exchanged and





multiplied. Since 2011, it has been the logo of Expo Milan 2015. Composed of basic shapes and colors, the symbol can be read in different ways. Thanks to its simplicity, it was the starting point in the communication strategy. Similar to what happens with food, where the raw materials can

generate infinite combinations and perceptions. It is a "living" logo in which every color has its own energy that combines and multiplies with the others: in the same way, Expo Milano 2015 represented a moment for sharing knowledge and generating vital new energy.





Watch the video of the
mascot, Foody, and his friends:
goo.gl/Gxykmh

Starting in August 2013, the colors of the logo lit up every corner of Milan, officially inaugurating the Event's communication campaign. Along the city streets and on public transportation vehicles, "The City of Expo" slogan began to appear, reminding the citizens and tourists of the important appointment awaiting the capital of Lombardy. The official logo of the Event was seen at the city's most popular international events, such as "Vogue Fashion's Night Out" (2013 and 2014) and the "Salone del Mobile (Furniture Exhibition)" (2014). At the "Countdown" event, one year before the opening, fully embraced the official symbol of the Event.

The mascot, Foody, was the second, fanciful symbol of Expo Milano 2015. A clear reference to the paintings by Arcimboldo, Foody is a smiling face consisting of eleven fruits and vegetables, corresponding to eleven different characters, each with its own features and personality. Their union symbolized the synergy among participants to work together on meeting the nutritional challenges of our planet. Foody epitomized the main themes of the Event in a positive, empathetic light, and captured the attention of children. As part of promotion for the Expo mascot created by Disney Italia, an animated Talent Show was produced: each character of Foody's "family" was

introduced in a separate episode. The story and nutritional qualities of each member of the mascot - such as Piera the Pear or Guagliò the garlic - was a big success among children.

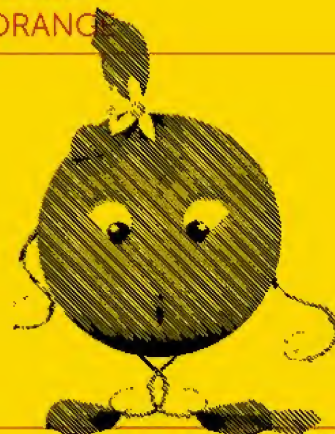
To choose the name of the Mascot, Expo 2015 S.p.A. launched an online contest to which 80 thousand children enthusiastically responded. The symbolic value of fruit and vegetables has always been an element of connection between different cultures, crossing social barriers and uniting people - just like the Universal Exposition, invites and visitors from all over the world to reflect together on a more sustainable planet in which we all have the right to food.



GURY
THE CUCUMBER



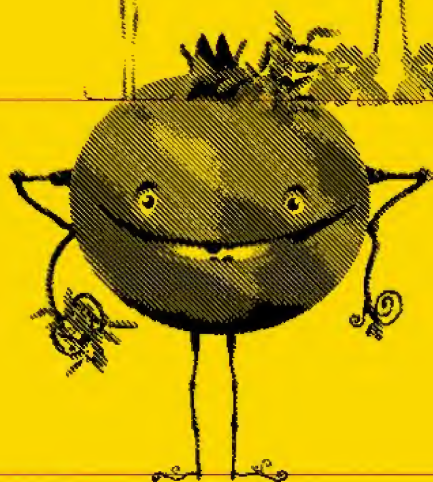
ARABELLA
THE ORANGE



GUAGLIÒ
THE GARLIC



POMINA
THE APPLE



CHICCA
THE POMEGRANATE



JOSEPHINE
THE BANANA

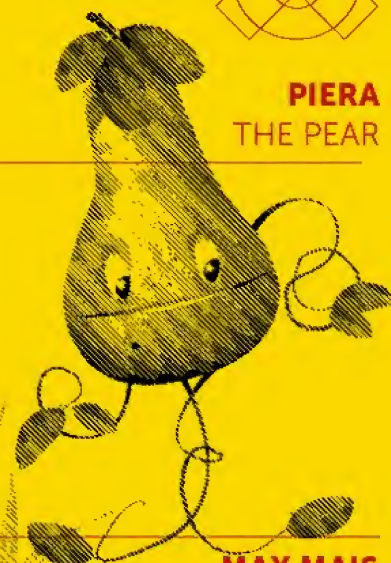


ONE MASCOT





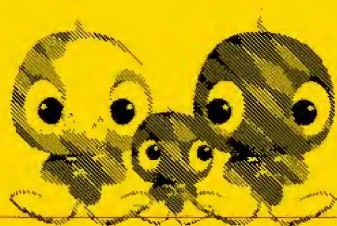
PIERA
THE PEAR



MAX MAIS
THE BLUE CORN



RAP BROTHERS
THE RADISHES



RODOLFO
THE FIG



JULIENNE
THE ZUCCHINI



12 CHARACTERS

6.3

The Communication Stream

After conquering Milan with the first posters, Expo Milano 2015 introduced itself to the rest of Italy through advertising, events, webinars and social media.

An event for everyone, conquering the hearts of millions as the months went by, even before the gates opened. The communication strategy was inspired by the Expo's inclusive approach, relaunching its key messages through advertising campaigns and collateral activities. Expo Milano 2015 spoke to the world but also and especially to Italians. For this reason, during the previous two years, communication was intensified with publicity throughout the country. The goal was to make the country realize the importance of the Expo in promoting Italy at the international level.

BETWEEN DECEMBER 2013 AND JANUARY 2014

The first TV commercial was aired on the main national networks, emphasizing the importance of the Event's success to the entire country. "Made of Italians" is the key point of the video. On the subject of food, the commercial says, "No-one in the world can match the Italians."

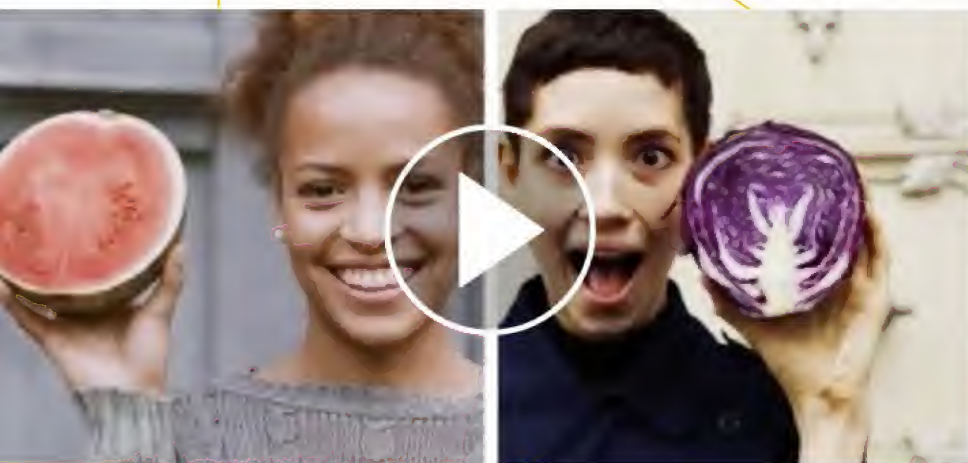


Watch the videos of the Expo Milano 2015 campaigns:
goo.gl/jtfSiA



CAMPAIGNS

Among the various communication moments with the biggest impact:



DECEMBER 2014

The second phase of the campaign began with a new commercial focused on the value of the visitor experience created by events, flavors, themes, great architecture and shows. It was the prelude, by the actor Antonio Albanese, to the opening of the gates of the Expo site. The magic of Expo Milano 2015 was about to begin.



NOVEMBER 2, 2014

A new cross-media communication campaign focused on bringing the public close to the Theme: the commercial described the values, challenges and opportunities of the Event. Why "Food is Life," as the slogan says. The main image has a great impact: on one side is a child being nursed by its mother, on the other, the Earth seen from space.





THE AMBASSADORS AND THE INCLUSION PROJECTS

During the Expo there were several initiatives designed to attract specific visitors - art, cinema, gastronomy, science, music and fashion enthusiasts - but also to convey important educational messages, on the part of Expo Ambassadors and special projects: WE-Women For Expo, Short Food Movie, Laboratorio Expo, and Children Share.

The Ambassadors became spokespersons of Expo Milano 2015 message to inspire a shared commitment to the Theme. Among them were authors, sports figures, philosophers, performers, actors, creative individuals, architects, designers, chefs, musicians, singers and directors from every corner of

the world, who decided to get out there and make their own personal contribution to the Event. Men and women, Italian and foreigners, who joined the initiative enthusiastically free of charge.

Every Ambassador embraced the Theme, sharing it on social media through his or her own personal vision.

Among the 90 Ambassadors who participated in the project, we wish to mention in particular: Maestro of Italian cuisine, Gualtiero Marchesi; historic captain of Inter Javier Zanetti; actress Ornella Muti; musician, Lang Lang; comedian Enrico Bertolino; showman Renzo Arbore; NBA basketball player Danilo Gallinari; entrepreneur

and founder of Kartell Claudio Luti; Juventus and Italian National Football goalie Gianluigi Buffon; architects Michele De Lucchi and Massimiliano Fuksas; television host Antonella Clerici; chefs Davide Oldani and Carlo Cracco; singer-songwriter Malika Ayane; master pastry chef Ernst Knam; actress and model Martina Colombari; and philosopher Salvatore Veca.

The great Milanese tradition of solidarity and openness to the world was represented in particular by Don Gino Rigoldi. In some cases, special support was offered to the Event, like when Special Ambassador Giorgio Armani celebrated, on the eve of the opening his 40 years in business with a grandiose fashion show and the inauguration of the



involved two weeks on the Expo site to encourage visitors and participants to reflect on the crucial role women play in the global economic system. Crowning the success of the initiative was the proposal, approved by the BIE General Assembly, to use the format at the next editions of the Universal Exposition.

Children Share, in cooperation with MUBA (children's museum in Milan), used entertainment to get the youngest visitors to reflect on the Theme, with the help of a rich program of events, workshops, performance, games and installations.

Short Food Movie: food seen through the eyes of all. Produced by the Fondazione Cinema per Roma and Centro Sperimentale di Cinematografia, this project launched a worldwide call to action to gather videos inspired by the subject of food, land, and society's need for fair and sustainable development. The best contributions became part of an art project in the Pavilion Zero where videos were screened for the entire duration of the Expo.

Armani Silos.
Another spokesperson par excellence, Andrea Bocelli, Ambassador Extraordinary, played a role in the inaugural concert "The Opening," in Piazza Duomo in Milan.

Expo Milano 2015 went beyond a simple promotion of the Event: the intention was to create a real reflection on the many nuances of the Theme. Because of this, specific inclusiveness projects were developed alongside the constant activity on the network and social media.

Laboratorio Expo, in cooperation with the Giangiacomo Feltrinelli Foundation, involved the most important universities of the world to collect research and scientific insights on which to reflect during the six months of the Expo. It is within this framework that the Milan Charter was created.

WE-Women for Expo, a project created in collaboration with the Ministry of Foreign Affairs and the Arnolfo and Alberto Mondadori Foundation, created the largest women's network on the subject of nutrition. The initiative

> EXPO AND THE PRESS

An event with a universal scope was an unmissable opportunity for debate to influence and enrich the newspapers and online magazines of the world. Over the years, the Expo Milano 2015 press office organized many conferences and meetings with Italian and foreign journalists, provided support and information to the media, scheduled interviews for major newspapers, radio and television programs. This diverse and close-knit team made it possible to respond promptly and efficiently to the journalists' requests for information on various subjects as interest swelled around the event: from the activities on the construction site to management costs, from pavilion plans to technology installed at the Expo site.

This intense 360 degree activity was divided into official communications and visitor communication: weekly newsletters addressed to government offices and the media, work site visits with print, radio and television reporters, content preparation for Italian and foreign TV programs, meetings with the national and international press, and the creation of dedicated media partnerships. Within this context Expo 2015 S.p.A. was able to team up with press offices of agencies, institutions, partners, sponsors

A brand that was not there before and then belonged to everyone

and participants, amplify its communication, and coordinate its messages to the public. This turned out to be a strategic factor in the story and visibility of Expo.

Data relative to the
six months of Expo

28,221

journalists
and information
professionals

13,564

radio and
television
services

of whom

7,183

were foreigners
accredited to
the event

around

HOURS

860

of radio and TV
broadcasts

148

THOUSAND

articles in
national
newspapers

more than

THOUSAND

38

online news
items



PROMOTIONAL EVENTS

Expo's desire for inclusiveness was manifested through the organization of initiatives in Italy and abroad to promote the visits not only to Expo but also to major events in other parts of Italy. These initiatives increased gradually, supported by the growing enthusiasm for the Event, as shown also by the initiatives created with the support of the Italian cities, regions, agencies and

institutions, participants, partners, associations and companies – always within the framework of the "Expo 2015 Method" at the basis of the Event. It would take a whole separate report to detail the hundreds of initiatives, large and small, organized under the umbrella of Expo 2015 S.p.A., or independently in Italy and around the world. Below are some examples of the growing buzz surrounding the road to May 1, 2015:

Expo Express: an exhibition-train that crossed Italy in 3 months, stopping in 15 different cities, presenting a preview of the values

and flavors of Expo Milano 2015, thanks to tastings and *show cooking*;

The Expo 2015 promotional tour of initiatives and events from New York to Moscow, London to Yamoussoukro, to meet the public, companies and institutions;

Color Run, a non-competitive race organized by RCS. Along the route, runners were painted in special multicolor powders so that by the end of the race they were covered with the colors of Expo Milano 2015 logo.

Countdown: one year before the Event, a large party in Piazza Gae Aulenti in Milan announced the start of the final run-up to the inauguration;

Expo on Tour, an innovative project to talk about the Exposition, with over 100 stops throughout Italy;

The Republic of Ideas: a moment of analysis during which ten meetings were held with leading Italian figures in the field of innovation and research, with a focus on start-ups and the Expo theme;





An exciting path that crossed Italy

as extensions of the great Event, various cities (including Turin, Como and Bergamo) hosted conventions and planned initiatives open to the general public;

Deejay Ten a run organized by Radio Deejay;

Tempo delle Donne [Time for Women], three days of analysis and debate at the Triennale di Milano organized by the WE - Women for Expo project;

→ Wired Next Fest, festival with panel discussions on the themes of innovation and technology;

→ Vogue Fashion's Night Out:

a yearly event during Fashion Week, dedicated to fashion and solidarity, that lights up the streets of the Milanese "Quadrilatero" [Milan Fashion District]. At the 2014 and 2015 editions, special emphasis was given to Expo; Festival of Science in Genoa, in cooperation with Gruner + Jahr, to consider the Theme also from a scientific point of view;

Van Gogh exhibit in Milan, thanks to cooperation between Expo and Il Sole 24 Ore newspaper;

Eurochocolate 2014 in Perugia and Cioccolato 2014 in Turin gave an advance taste of the Cocoa Cluster.

The June 2 celebrations: 180 Embassies, Consulates and Missions promoted Expo Milano 2015 around the world on the 2014 Italian National Day; Expo Days, a festival of events on the Theme and performances in the City of Milan. After the first edition in 2012, other editions would follow;

The Giro d'Italia: the most important national cycling event traveled up and down the peninsula with Expo Milano 2015 as the protagonist;

World Expo Tour, an international

promotional tour organized by the Lombardy Region;

The Global Table, a traveling project that started in Milan, allowing Italians to meet the foreign communities and traditions of the countries that would be participating in the Expo;

Convivio: a series of lectures organized by the Corriere della Sera Foundation on the relationship between food and culture;

→ International participant meetings and cluster meetings:

> A DIGITAL UNIVERSAL EXPOSITION

Expo Milano 2015 stood out for its youthful and especially *social* communication, involving visitors and creating communities of all ages.

The web site was the first, natural vehicle of the dialogue fostered by Expo. It went through two development phases: first it acted as the official spokesperson, sharing information on the countries that had joined, the enrollment of partners, progress at the construction site, and corporate details also thanks to the OpenExpo portal.

As the opening day of Expo Milano 2015 drew near, the structure of the website and its contents were adapted to a less specialized public, more interested in practical sight-seeing information for visitors. In this way the company was able to have a direct dialogue with the visitors through a series of initiatives announced and circulated on the web, including the competition to select the name of the mascot, Foody, or the World Recipes project for sharing recipes from around the world.

After that the site could be used to purchase tickets, download the official map, and find information on how to reach the Expo with public transportation and how to move around the Expo site.

The final version was activated during the six months of the Expo, when all the pavilions, attractions and events were

presented in a sort of daily chronicle of what happened inside the gates of the Universal Exposition.

Alongside the main website, additional digital initiatives were developed for the Italian Pavilion and for special projects. The online magazine, ExpoNet,

A party with seven billion guests



THE EXPO MILANO 2015 APP

The Expo Milano 2015 Official App was the official, free guide, a constantly evolving multimedia tool that over time became enriched with new content and functions. The App - developed by Accenture in Italy, and based on the technology of the TIM

Digital Project - made it possible to have a guided tour of the largest event ever created on food and nutrition. Samsung Italia, Edutainment Partner of the Universal Exposition, installed the App on its mobile devices.

Thanks to this app, it was possible to stay updated on events, tastings, conventions and creative labs related to Expo Milano 2015 in main Italian cities. Detailed maps were also

available of the various locations of the Expo site, complete with images and videos, to help plan a visit. The app also published news about the Expo and its protagonists.

published new content and interviews with the experts on the subjects related to the central Theme. Many questions were discussed: from GMOs to the fight against forgery, the protection of biodiversity, innovation in agriculture, the fight against waste, and the promotion of correct lifestyles. ExpoNet thus became the "digital place" to explore.

The official web site also served as a platform to launch numerous other initiatives, such as WE - Women for Expo, or the Volunteers program, directing the users to the relevant sites, or to reach the portal for preparing a visit to Expo Milan 2015, with the calendar of events and a map with the locations of the various pavilions as well as a 360 degree virtual tour of the Expo site.



EXPO SYMBOLS IN THE CITY

The Participants' Flags

Invaded the center of Milan, adorning the main pedestrian routes. An alley of national flags of all the countries that participated in the Expo.

Every time a new country joined, a flag was added to mark the growing international presence as the Event neared.

The Food People

The statues inspired by the portraits of Arcimboldo, created by production designer and three-time Academy Awards winner Dante Ferretti, appeared in Milan in 2013 to begin their journey around the world, all the way to New York. They came back to the city for the Event, as peaceful guardians of the visitors to Malpensa Airport and the turnstiles of the Expo site.

272

Expo Gate

Located in the heart of Milan, in front of the Sforza Castle, it introduced the public to the Universal Expo starting in May 2014, and accompanied it throughout the Event. A symbolic door to the world, the atmosphere, and the contents one year before the inauguration. Among its principal functions: to relate the Event through an extensive program of events, provide information on preparing the visit, and ticket sales.

Keyword: share

Expo Milano 2015 was the first Universal Exposition organized in the social media era, a great opportunity to engage visitors and fuel worldwide discussion of the Theme. A challenge met through a dedicated strategy, a dynamic team, and the desire to test new solutions. Through the official channels created on Facebook, Twitter, Instagram, Pinterest, YouTube, Periscope and Spotify, millions of users from all over the world shared thoughts and suggestions, both before and during the six months of the Expo. The final goal, perfectly achieved, was to create a community of reference, with the conviction that "the community is the message."

In the run-up to the opening, there was a constant publication of Expo's contents, in Italian and English: presentations of partnerships, previews of the pavilions, updates on the events, in addition to the, Expo Vintage, that showed photos of past world's fairs. During the six months of Expo, there was a focus on telling the story in real time of what was happening at the Expo site and on sharing the input of participants and visitors.

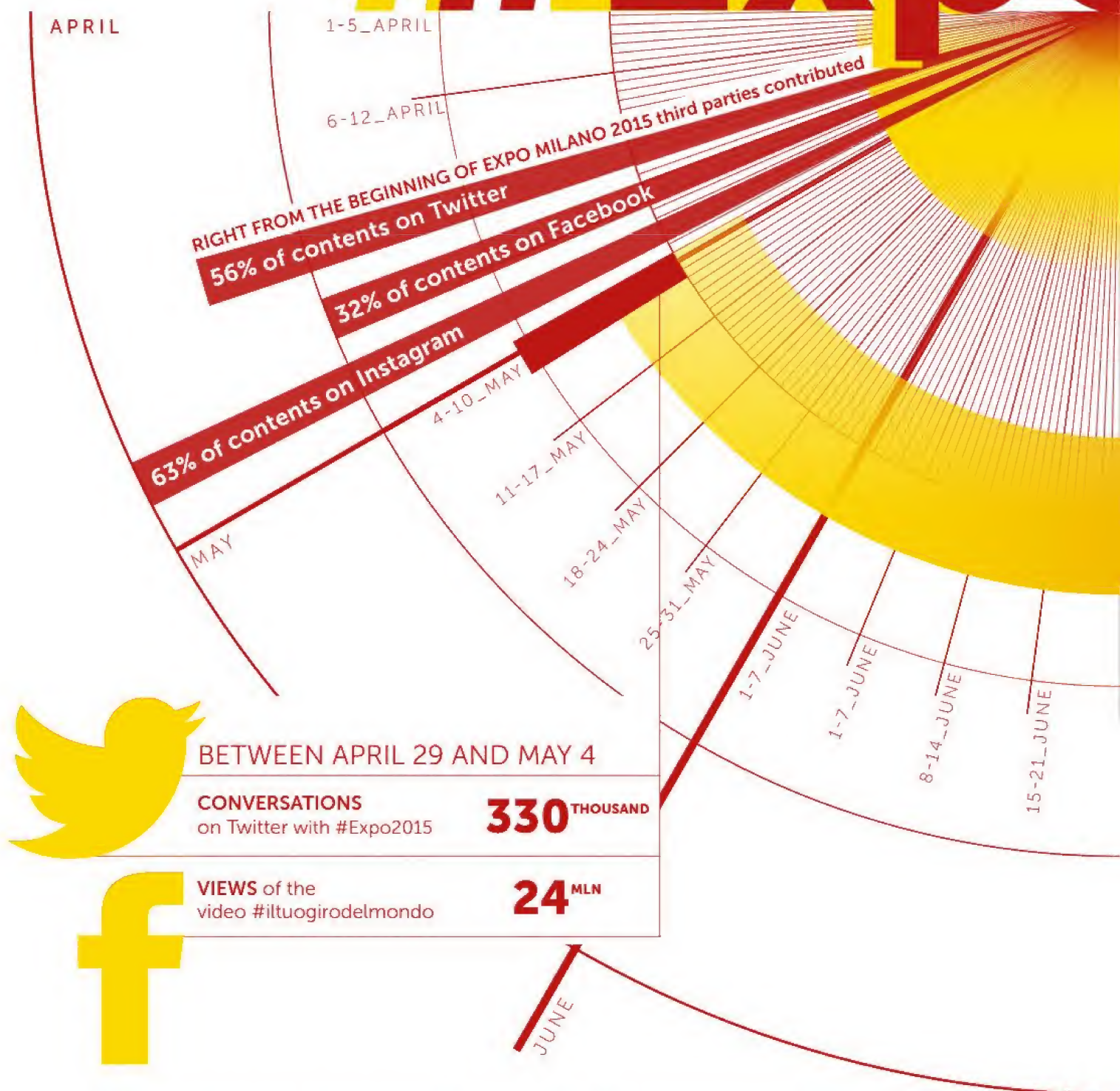
Many special initiatives were adopted over the years, such as "The Diaries of Moldor," the story of what went on backstage at the

company headquarters in Molino Dorino; Expo Milano Night and Day, a WhatsApp channel that spread word-of-mouth and broadcast the most interesting events of each day; the Social Media Day, open gate days for the most influential bloggers; and @AskExpo, the first social info point created through the partnership with Twitter Italia, which during the six months of Expo answered all the visitors' practical questions.

A story complemented by posts, tweets and snapshots sent from the profiles of thousands of people who helped create the Event, starting with the top management team of Expo 2015 S.p.A. Communication via social media also took advantage of a strong off-line presence to strengthen the digital community. It is in this

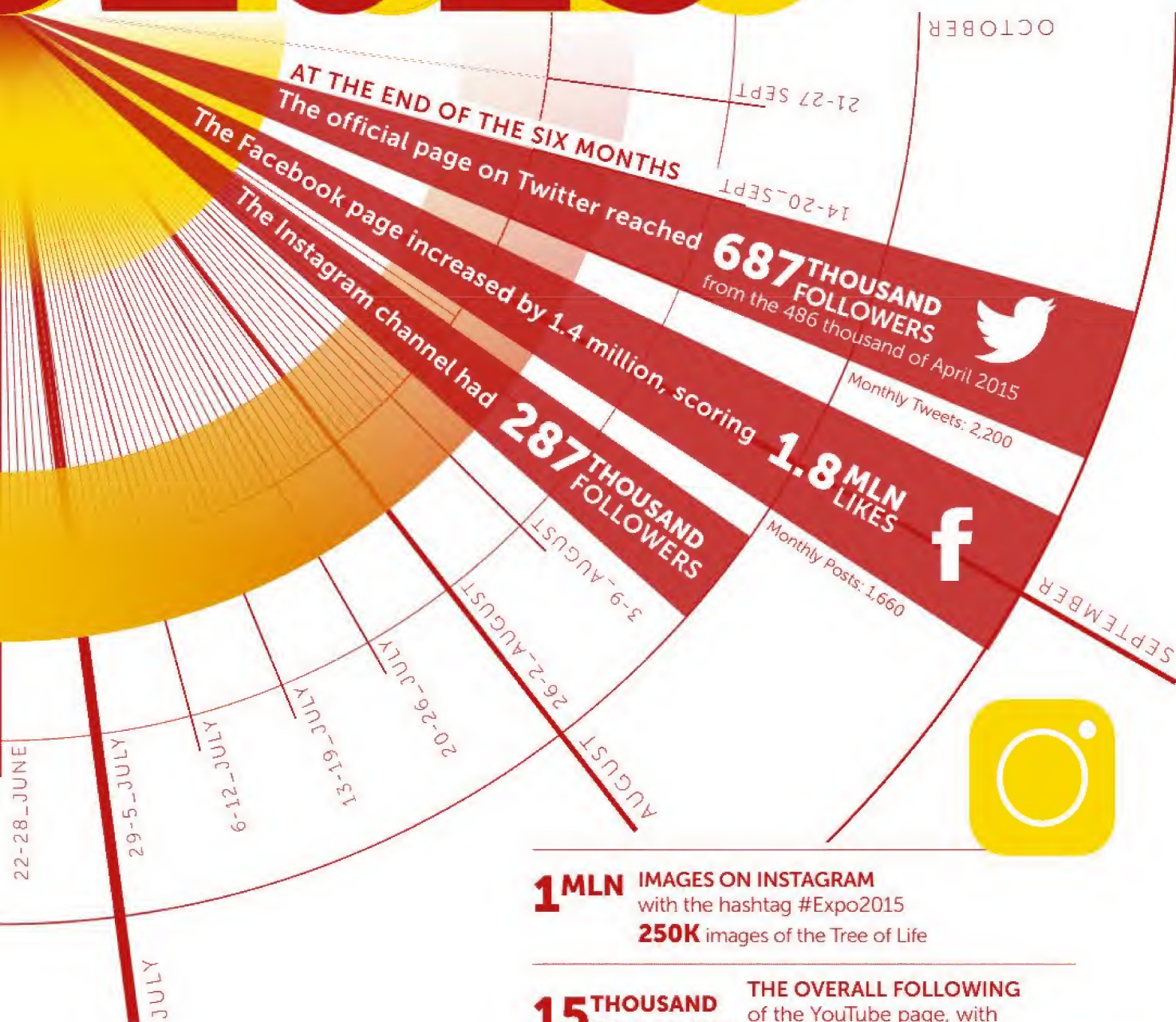
context that analog social projects were born such as "Expo 2015+100 Archive," through which the visitors and the participants could save their Expo "memory" for the future, and #MyWall, the wall located inside the Media Centre that hosted the physical reminders of those who worked at Expo, helping create a collective story that will become part of the collection of the World Expo Museum in Shanghai.

##Expo2015



Every day on Facebook around 85 thousand people interacted with the social media team and 2 million people viewed the contents of the page.

2015



1 MLN IMAGES ON INSTAGRAM
with the hashtag #Expo2015
250K images of the Tree of Life

15 THOUSAND FOLLOWERS THE OVERALL FOLLOWING
of the YouTube page, with
13 million total views

The public with whom Expo Milano 2015
interacted and chatted:

 **300 MLN**
people on
the web

 **20**
Platforms

 **240**
Stakeholders
and Ambassadors

 **300**
social media managers
from various countries
500 influencer



6.4

Global Communication and the Role of the Participants

Relations with the international media ensured visibility abroad – for the Event and for Italy. The first ever network dedicated to strengthening coordination between countries.



The international participation and the global debate around the Theme were one of the key factors in the success of the Expo. Mindful of this reality, Expo 2015 S.p.A. set up the press office three years before the Event, bringing in international professionals who managed communication with other countries. Support was assigned to a specialized company that handled, in coordination with Expo 2015 S.p.A., relations with foreign journalists, providing prompt answers and in-depth documents based on the requests received through official channels.

The International Media Relations of Expo Milano 2015 focused on ten participating countries from which most of the visitors came (Switzerland, France, Great Britain, Germany, United Arab Emirates, Russia, China, Japan, the United States, and Brazil), a key role that justified the attention dedicated to their perception in the Event. This strategy made it possible to achieve significant results: from April 30 to October 31, 2015, 2,383 articles were written about Expo, of which 1,210 by the newspapers of "key" countries. The subjects of greatest interest for the foreign market were related directly to Expo Milano 2015 and the Theme: architecture of the pavilions, thematic areas (in particular, Pavilion Zero, the Future Food District, and the Pavilion in the "Arts and Foods. Rituals since 1851" city), the right to food and technological solutions, the

presence of Heads of State and large multinational companies, the National Days, and the records achieved.

Considerable attention was also paid to the Italian reception of the Event: the City of Milan seen as a brand name, future growth opportunities for tourism, and the success of the Italian country-wide system.

The team provided constant support to journalists from other geographic areas, of course, involving them in the construction phase, through media tours and guided tours of the work site, and during the 184 days of the Expo. International communication also benefited from the work of the partners, who coordinated the circulation of useful information to meet the specific requirements of the trade press, emphasizing the excellent solutions implemented and offering different perspectives on the story.

» COMMUNICATION OF THE ITALY PAVILION

To emphasize Italy's presence at the Expo, a communications team was put together to tell the story of the genesis of the Italian Pavilion and its initiatives during the semester. A joint action parallel to the efforts of the press office in charge of telling the overall story, which formed the basis for hosting inside the Italian Pavilion and on the Cardo over 3,000 journalists from 50 countries.

The digital dimension of the story played a leading role through the creation of a specific web site - with areas dedicated to special projects regarding research, talents, women, school and innovative ideas - and the social media channels.





The Participants Communication Network provided yet another demonstration of the innovative and inclusive nature of the Event. This network, a first in the history of Universal Expositions, improved the communication and outreach of the Organizer and the participating countries. Each participant selected a single contact person (the participant communications officer) who from October 31, 2014 to the closing date of the Event represented - along with the various press offices - became the focal point for Italian and foreign journalists. Under the leadership of Expo 2015 S.p.A., the network made it possible to share with all participants the strategies, activities and materials in an open source format, for the purpose of expanding national and international communications while providing effective support to all the countries.

6.5

The Story of the Partners

It would not have been possible to reach the public of the Universal Exposition without the crucial activity of the partners: a partnership that reiterated and reinforced what had already been done during the construction phase, ensuring the economic sustainability of the Expo and contribution to

conveying its values and contents. There were many communication initiatives to promote the Event before and during the six months. Here are some of the most significant ones:

1

Intesa Sanpaolo launched a communication campaign to advertise the Expo Milano 2015 brand: the logo was present at every branch of the bank and on television commercials

5

Alitalia-Ethiad created special uniforms with the Expo Milano 2015 logo for two Airbus A330-200 carriers

9

San Pellegrino gave the logo visibility through maxi posters in the major Italian cities and included it on the labels of around 140 million bottles, in every format, in 80 countries around the world

2

The partnership with Fiat Chrysler Automobiles, in addition to providing a fleet of 500L cars with the Expo Milano 2015 decal, included the logo in the Fiat communications campaign and during some Juventus football matches

6

The Ferrovie dello Stato Group (Italian State Railways) decorated one Frecciarossa, one Frecciabianca, and one Frecciargento train with the official logo. Before the Event, there was an exhibition-train (ExpoExpress)

10

Coca-Cola distributed its products in Italy with the Expo logo and provided digital support through social media

3

Samsung preloaded the Universal Expo app, developed by Accenture, on all mobile devices and emphasized the partnership through special posters in airports

7

Coop, together with Eataly, participated in the solidarity initiative "The more we are, the more we weigh" of the Banco Alimentare, launched during the April 30, 2014 countdown event, donating 100 tons of food to charity

11

Heineken, through Birra Moretti, planned to brand around 1 million bottles

4

Enel offered co-branding visibility through its national advertising campaigns

8

Ferrero guaranteed the presence of the logo on the packages of confectionery products and launched a points collection system, raffling tickets to the Expo

6.6

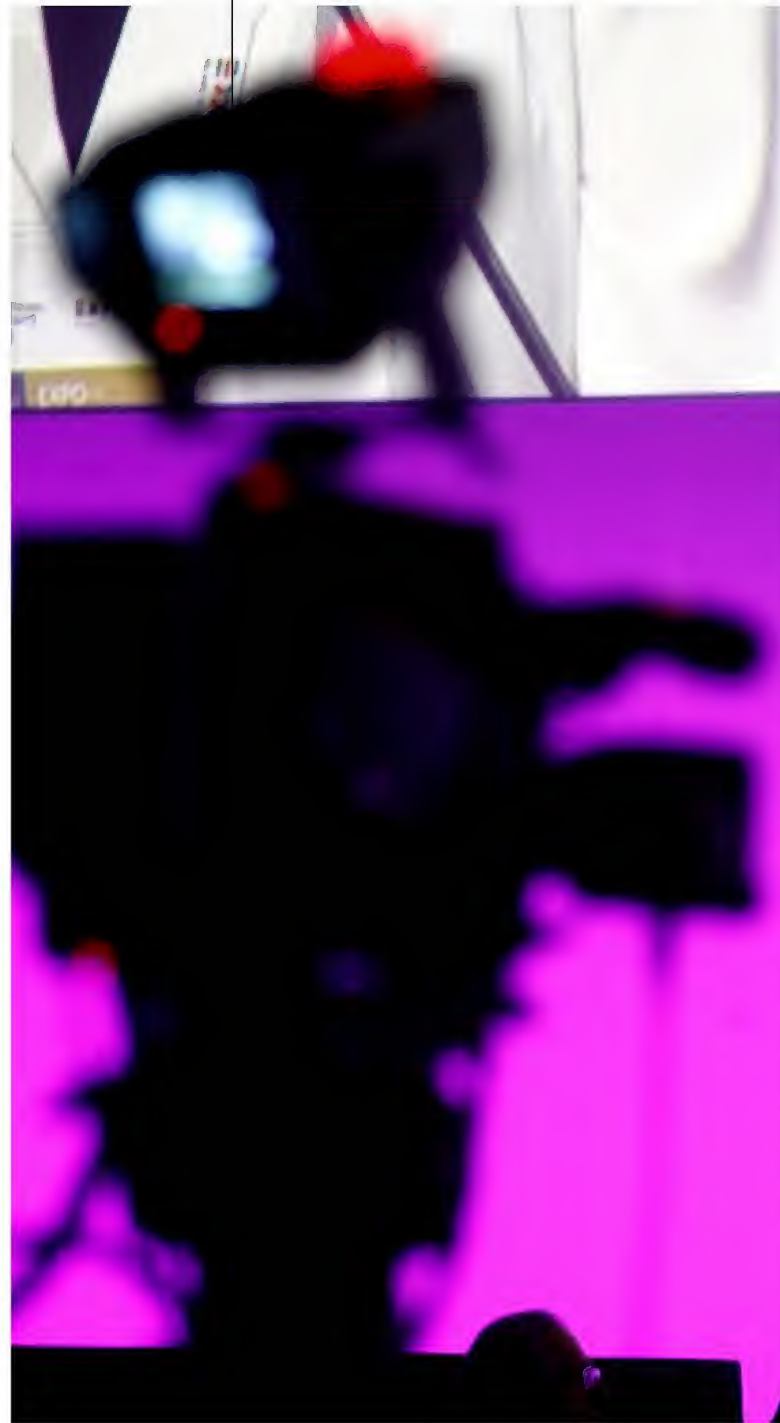
Expo Milano 2015 and RAI

This partnership gave the Event maximum visibility on national television.

From May 1 to October 31, 2015, Rai - Radiotelevisione Italiana provided host broadcasting services to the media both at the Expo site and remotely, *live* and on-demand. For the entire semester of the Expo, RAI provided television broadcasters - including the foreign networks that could not be present - live coverage and video clips edited after the day's events. This service was provided by a permanent crew of cameramen, journalists, directors and writers who, in coordination and in live connection with the company communications department, made it possible to film 1,196 hours of video and download 230 hours of footage. To facilitate the job, the Expo Centre hosted a RAI studio with producers, editing rooms and a real television studio where

the popular new program, "The Cooking Show," was recorded in addition to existing programs. At the same time, RAI radio station broadcast some of the most important programs live on Radio 1, Radio 2 and Radio 3.

RAI's role as Host Broadcaster was the most significant milestone of a mission to support and promote the Expo that started in July 2013, through an agreement signed with Expo 2015 S.p.A. In that context, a





media partnership was materialized into a television organization: Rai Expo. It was not a new channel, but rather a multi-platform project that included TV, radio, the web and social media. It covered the Expo and its contents, themes and challenges on Italian public television thanks to the analysis, interviews and video clips produced by the authors and journalists. The short films, video statements by experts, and reports by Rai Expo professionals were also published online: a web site dedicated to Expo Milano 2015 accompanied the public until the closing of the exhibition. The contents were divided into categories and made available in different languages.

Radio Rai made a particularly important contribution, also thanks to the Ministry of the Environment. During the last three months of Expo, it installed a radio station in the courtyard of the Italy Pavilion: some of the station's highest rated shows were broadcast from there.



6.7

The Communications Operating Center: the Media Centre

A meeting, exchange and sharing place for the thousands of journalists, communications experts, and new Italian and foreign media representatives who participated in Expo Milano 2015.

The Media Centre was the beating heart of the Expo communication during the Event. It was the headquarters of the Expo 2015 S.p.A. communications team – which grew during the semester thanks to outside partnerships – as well as 28,221 journalists and information professionals. Every morning, the editorial meeting took place in its offices, a control room for telling the Expo story, chaired by the Corporation's communications director. Under the same roof, in another large open space, sat the communicators of Expo S.p.A. and the journalists, thereby building a relationship of effective, cordial and prompt cooperation - also thanks to a strong infrastructure.



DIGITAL MEDIA ROOM DOWNLOADS:

2,663

Press
Releases



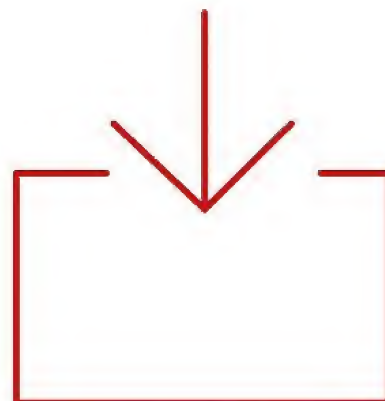
4,125

Photos



2,189

Videos



For a total of

76,286

downloads by
the over 3,300
registered users

During the Event the following services were available:

- an open space with work desks;
- a fully-equipped press conference room;
- a video service for downloading the live programs created by the Host Broadcaster;
- a Canon corner for photographic assistance;
- a video wall with live footage from the Decumano and the Tree of Life, and streaming of the

most important events on the Expo site;

- a lounge area;
 - production offices for the national TV stations;
 - direct access to the Rai studios.
- The large Open Plaza was the main space available to the press.

During the six months of the Expo, all the Expo 2015 S.p.A. publications were available to the journalists – a short guide, catalog, maps and brochures –

and the daily calendars of events scheduled every day. The Digital Media Room, a platform created for the Event, completed the furnishings and represented an indispensable instrument for broadcasting digital content, allowing the Organization and all the participants, official and unofficial, to download press releases, images and videos in the area dedicated to communications with the accredited and registered press.

CHAPTER 7

For a Sustainable Expo

Not only green. Expo Milano 2015 engaged the participants and visitors in an experience that made them more aware of conserving resources and reducing consumption and environmental impact for the life cycle of the Event. The main activities and their outcomes.

7.1**The Many Dimensions of Sustainability**

Expo Milano 2015's commitment to the environment covered various fields, from preliminary consultations with the participants to solutions on the Expo site.

A 2015 Universal Expo dedicated to the future of nutrition was obliged to consider its own sustainability and to promote various forms of sustainability among all stakeholders.

There were many initiatives adopted on various fronts, and their effects were apparent on the Expo site. The Expo Milano 2015 sustainability strategy was inspired by four principles: social legacy, inclusiveness, innovation and social responsibility. On this basis, Expo Milano 2015 adopted a series of directives, from monitoring environmental impact and immediately compensating for it to the recycling and repurposing policies followed during and after the six-month period.

These initiatives focused not only on optimizing the Event's impact but also on testing positive practices for the organization of future events.

The most noticeable measures concerned the construction of the Expo site itself. Visitors to Expo Milano 2015 experienced an environment rich

in natural elements – such as water canals, used to cool the area, or the Mediterranean Hill.

There was an abundance of plant life everywhere one looked: vertical vegetable gardens, rooftop gardens, green spaces. From one pavilion to the next the public could appreciate the open spaces and the variety of solutions employed to create *green buildings*.

These two characteristics were in keeping with the general Theme and followed the instructions given in the previous years by Expo 2015 S.p.A. During the planning phase the organizers provided the participants with guidelines on the criteria for the future buildings: each pavilion was required to have one third of green or open air areas – and consequently less material to be recycled. The rules recommended the use of renewable materials, sustainable solutions that could be recycled or repurposed, leading to the prevailing use of wood for many structures. Many buildings chose the road of technological innovation, as in the case of the



Enviro econo cultural

Italian Pavilion and its "forest" of biodynamic cement, a newly-invented material that captured and rendered inert various pollutants in the air. Expo Milano 2015 promoted energy-efficient solutions, starting with the Expo site and its lighting and heat management

systems – including the innovative covering of the two main avenues, designed to keep the visitors cool thanks to the shade and the breeze blowing through. The electricity consumed during the entire six months period was much lower than predicted (47 GWh, around

55% below estimates) and came entirely from certified renewable sources.

The participating partners and concession holders also joined in this effort, making Expo Milano 2015 an even more sustainable Event in many different aspects of the Expo site.

Environmental, Economic, Social

> ENERGY AND LIGHTING

During the six months of Expo, 47 GWh of electricity were consumed (lower than the 105 estimated in the Environmental Impact Study), 100% of which was from certified renewable energy sources.

The project selected high-energy efficient LED lighting systems for the illumination, especially the outdoor lighting, for considerable savings.

> WATER

For the cooling and irrigation system, the Expo site used water from the perimeter canal and the underground aquifer (non-potable), while 11 tanks of phytotreatment (overall surface of 9,000 m²) purified the surface rainwater. Technological solutions such as diffusers, flow reducers and timers reduced water consumption by 50% compared to traditional installations. Thirty water tanks dispensed over nine and a half million liters of water without using bottles.

> SMART TECHNOLOGIES

The "Smartainability" project, the Smart City program of RSE (Energy Research System of the GSE Group), compared the sustainability level of the new technologies used at the Expo site to more traditional situations, and found significant estimated savings: 90 thousand MWh of primary energy from fossil fuel; 21 thousand tons of CO₂; 36 tons of nitrogen oxides; 62 tons of sulfur dioxide, over 5,000 kg of particulate matter, over 4,000 kg of which was fine; and six million euros saved as a result of lower material and maintenance costs.

> WOOD

Almost 32 thousand cubic meters of PEFC certified wood (figures recorded by pefc.org) – the most widespread forestry certification standard in Italy and the world – was used on the Expo site. Many manufactured products also used FSC certified wood, for a remarkable volume of renewable materials from sustainably managed forests – and with extreme versatility in terms of recovery.

> GREEN

Of the total surface of the Expo site, approximately 20% was covered by green spaces, with 250 thousand m² planted with 12 thousand trees, 85 thousand shrubs and 150 thousand herbaceous species (for a total of over 250 different local native species).

> LEED CRITERIA

During the registration phase, Expo 2015 S.p.A. committed to adopting the criteria of the United States LEED system (Leadership in Energy and Environment Design), a standard that is becoming increasingly widespread in the world, for the design and construction of the Expo site. After the last audit, conducted in 2015 by ICMQ (Institute for Certification and Quality Mark in the field of construction), the Expo site was granted a level of potential certification – although certification had not been requested due to the temporary nature of the Expo.

Cascina Triulza, a historic building restored according to LEED NC criteria, should be added to these elements. The solutions adopted led to significant energy savings, lowering the environmental impact, and earning platinum certification – the highest performing standard for sustainable rural restoration in Italy.

All the energy consumption
came from certified
renewable sources

> LOGISTICS

The logistics systems sought to facilitate not only the procurement and security requirements, but also environmental sustainability. Among the noteworthy items: over 95% of deliveries were made at night sparing any impact on daytime vehicular traffic; eco-compatible vehicles (Euro 5 or higher, electrical, and biofuel preferred) were used; and 10% of deliveries were made from warehouses less than one kilometer from the Expo site, thereby optimizing shipment and loading capacity, and minimizing environmental impact.



To address the global challenge of organizing Universal Exposition, Expo Milano 2015 had to focus on getting all the stakeholders to participate fully in the sustainable management of the Event. The reduction in trash and food waste, the selection of suppliers who respected the environment, and the dismantling and repurposing of the buildings were priority issues for which

the participants received instructions or shared tools from Expo 2015 S.p.A. The commitment to sustainability was also embodied at the Expo site through many events during the six-month period, dedicated to the Theme and put together using low impact methods. The participating countries engaged in the best environmental and social practices.





ATTENTION TO MOBILITY

How to get there and how to get around: one of the strategic elements for environmental impact that Expo Milano 2015 took into consideration was mobility.

The majority of visitors arrived by subway, tram and train, which for the duration of the Event also stopped at the Rho Fiera Expo Milano 2015 station.

For the visitors who arrived at the Expo site by bus or private vehicle, Expo 2015 created parking nearby served by a free shuttle system.

The Event could also be reached by tram or

bicycle at the South Gate of Merlata by following the "Greenroute," a path among the green areas and new spaces of the city. A bike-sharing service was activated at the same entrance, for bikes with both normal and assisted pedaling.

Inside the Expo site, visitors found a space designed with distances and routes that favored walking from one zone to the other: Expo 2015 recommended, even to the official delegations, that visits should be as much as possible on foot. Electric carts were available

for Expo 2015 S.p.A. staff and the participants, and there was also a bicycle parking area for staff.

The People Mover fleet of buses, which traveled around the perimeter of the area, used multi-fuel (gas and methane) hybrid vehicles.



The special program Towards a Sustainable Expo rewarded the best examples of architecture and sustainable activities



7.2

Mitigating Environmental Impact

Expo Milano 2015 invested in monitoring and responding immediately to the emissions generated, compensating fully for any impact on the territory.

Expo Milano 2015 and sustainability: a long road. Italy focused on the Theme from the application and registration phases, when the Registration Dossier – outlining the preliminary guidelines sustainability – was delivered to the BIE.

This 2010 document defined the rules and criteria that would guide the organization of the Expo, followed by the adoption of the main preventive procedures.

At the start of the work at the Expo site, there was a Strategic Environmental Assessment (SEA) on the transformation of the area from agricultural to urban zone and an Environmental Impact Assessment (EIA) of the new infrastructures and buildings. In 2012 the Expo 2015 Environmental Observatory was created to monitor and constantly inspect the construction process.

During this phase, Expo 2015 developed the tools for managing the future Event. The company informed all the stakeholders on its commitments and results –from a social, economic and environmental perspective– by publishing Sustainability Reports (according to the GRI-G4 Guidelines of the Global Reporting Initiative) from 2013 to 2015.

Expo Milano 2015 is the first Universal Expo to activate a Management System for the sustainability of the Event, with UNI ISO 20121:2013 certification, during the planning phase, the preparations of the Expo site, and the implementation and management phases. As a result of defined and monitored objectives, this system made it possible to raise the overall level of sustainability.

Monitoring.

The Environmental Monitoring Program (EMP) oversaw the various construction projects on the Expo site to verify compliance with regulations and sensitive environmental issues. Many factors were taken into

consideration: the groundwater and surface water, drinking and waste water, noise, vibrations, atmosphere, flora and fauna, soil (monitoring of ragweed). Eventual anomalies related to surpassing tolerance points were addressed in close cooperation with competent authorities.

Balancing the CO2 emissions.

Expo Milano 2015 was the first exposition to invest more than three million euros to measure and fully compensate for greenhouse gases generated during the construction of the Expo. This decision confirmed the innovative nature of the Event and the commitment to closely monitor environmental impact. More significantly, Expo Milano 2015 acted immediately, through interventions at the urban and international levels. The 2012-2015 emission inventory reports an overall total of 412 thousand tons of CO2. During the

November 2015 - June 2016 period, an additional 4,558 tons was added to that amount. The total for the two periods equals to 416,558 tons of emissions: a fully-offset quota. Expo Milano 2015 first acquired a system to measure CO2 emissions according to the international standard, UNI EN ISO 14064:2006, in order to have an estimate at the end of the Event. The organization then offset emissions by 100% using various instruments. At the local level, Expo 2015 financed energy efficiency upgrades on public buildings in the areas of Milan, Arese, and Rho. At the same time, the company purchased previously generated VERs (Verified Emission Reductions) on the open market. These VERs were generated by projects consistent with the Theme of the Expo and carried out in the developing countries involved in the Expo Assistance Program.

Ecological Value.

Expo 2015 also fully offset the impact of urbanization on the territory. In terms of ecological value, the construction of the Expo Site generated a loss equivalent of about 160 hectares. To compensate for

that loss, a balanced ecological reconstruction plan was enacted through various environmental restoration and ecological improvement projects in the surrounding area. The Expo 2015 Environmental Observatory established by the Lombardy

Region – and with the technical support of ERSAF (Regional Agency for Services to Agriculture and Forests) – has identified and realized these projects (18 initiatives for a total of 4.87 million euros).

| CO₂ |
emissions
offset by
100%

7.3

Prevent, Recycle, Repurpose

One of the greatest challenges of a large event is to manage resources with the least possible waste of materials, food and economic assets.

The European Union promotes the circular economy as an innovative approach by which a system does not require the supply of new outside materials to be nourished but is rather self-sufficient and completely sustainable. The ideal vision for extending the life cycle of resources, this idea focuses on offsetting the consumption of materials through practices that over time make optimal use of the value of the raw materials. This model served as a benchmark for Expo Milano 2015, which advocated recycling and repurposing to create a more virtuous life cycle.

This commitment could be seen in particular in the prevention of waste and in its by-products. During the Expo, less waste was produced than estimated, for a total of about 6350 tons of waste products. Waste prevention was measured in various areas, including efforts to reduce packaging. First and foremost management of the water supply: thirty water tanks were located throughout the Expo site, to ensure coverage for the full six months, together with a network of free water dispensers in the pavilions, for a total of over 9.5 million liters of water distributed without

generating empty bottles or containers.

The water dispensers – the only potential waste item generated during the process – were then recycled and relocated in Milan and nearby municipalities.

To reduce the large amount of plastic generally used in events dedicated to food, Expo 2015 S.p.A. recommended that the participants, partners and concessionaires use washable and reusable plates, dishware, glasses and flatware, or, as an alternative, biodegradable and compostable products (with EN 13432 certificate). The focus on limiting the use of packages

for storage or transportation of merchandise adopted the same approach. Communication also played a significant role.

To give the participants and visitors a sense of responsibility, Expo Milano 2015 designed a coordinated image affixed to waste bins and invested in the circulation of information. For more than one month, street performers at the entrances to the Expo site conveyed the sustainability solutions being used and provided information on the results achieved.

With 75% of waste recycled,
the Expo surpassed
its initial goals

50 tons
of food
150 tons
recovered



WASTE MANAGEMENT

The commitment to make strategic use of resources was applied to all waste management on the Expo site, for the sake of conserving raw materials through recycling and repurposing.

The main points of reference were the new European Framework Directive on Waste (Dir. 2008/98), which indicates waste reduction as a priority, followed by the practices of recycling and reusing; the Consolidated Text on the Environment (Italian Legislative Decree 152/06), which indicates 65% minimum recycling; and, lastly, the new "circular economy package." By the end of the Event, Expo Milano 2015 had registered an important milestone: an average of 67% recycling, with 70% of recycling in the last three months, exceeding the requirements of the Consolidated Text on the Environment and the 54% scored by the City of Milan in 2015.

Managing recycling during an Event of this scale involved considerable problems, due to the various types of waste produced: construction material, waste from organic material or other substances, special types

of waste, and medical waste. The recycling of more than 3,700 tons of waste, during the six-month period alone, permitted a savings of 306 tons of CO₂, 4.7 million kWh of electricity, and over 50,517 cubic meters of water.

MS d saved, ousand euros ered

FOOD RECOVERY

Expo Milano 2015 stayed to the Theme, "Feeding the Planet, Energy for Life," with its focus on world hunger, also through a responsible management of leftover food.

The internal food recovery policies led to a marked reduction in waste, with daily operations to collect products that had not been eaten and prepare them for redistribution to organizations that could accept them during the night. Leftovers were collected by the Food Bank, with the support of the Triulza Foundation, involving 25 permanent donors and 87 occasional partners. The leftovers were delivered to 14 charities, which then distributed them to the needy. During the six months of the Expo, this program saved almost 50 tons of food that, with an average value of 2.9 euro/kg depending on the particular type, correspond to a total economic value of almost 150 thousand euros.

During the first month, the collections took place at night, the only time that motor vehicles were allowed to enter the Expo site. Subsequently a cargo bike delivered the products to a refrigeration container pending redistribution - with a significant gain in terms of time and speed. The Future Food District, the "supermarket of the future" sponsored by Coop, carried out a special project. Rather than being decommissioned as unsold, products close to their expiration date were included in the menus prepared by famous chefs for the guests of the Ambrosian Refectory, a special cafeteria of Caritas Ambrosiano founded in Milan at the time of the Event. A charity initiative parallel to Caritas at the Expo site (theme: "Divide to Multiply"), some of the best international chefs took turns in the Refectory kitchen, committed to transforming excess into excellence and combining culture and human solidarity. Cooperation between Caritas Ambrosiana and Coop Lombardia prevented the waste of another 15 tons of food products during the six-month period. More than a complex virtuous operation, food recovery was also an important best practice that taught the participants important lessons they could take back to their countries.



WHAT'S BORN FROM WASTE

Estimates based on typical reutilization of waste collected during Expo Milano 2015.

193tons
of compost

FROM
ORGANIC WASTE



FROM
MIXED PLASTIC

2,552
park benches



6 Millions
shoeboxes

FROM
PAPER AND
CARDBOARD
PACKAGING



FROM ALUMINUM

2,855
coffee pots





~ 1.5 Millions



BOTTLES FROM
DISCARDED GLASS



FROM PET PLASTIC

244,196
sweatshirts



2,545
armoires

FROM WOODEN VRATES



FROM
TIN CANS

59,002
wrenches



THE SECOND LIFE OF SUSTAINABLE PAVILIONS

S

Some pavilions “returned” home, like the metal beehive of the United Kingdom, while others remained in Lombardy, like the souvenir of Uruguay in the province of Varese. Some are being used as public venues throughout the world.

Among the sustainable models that grew out of Expo Milano 2015, the most symbolic aspects regarded the destiny of the structures that had temporarily occupied it. Currently 16 participants have completed or are in the process of completing the repurposing of their structures in a new location. This statistic stems from a long-standing commitment, and an unprecedented result in the history of world Expo, where the format explicitly requires the pavilions to be temporary structures.

In its guidelines, Expo 2015 S.p.A. called participants to “design and create temporary, sustainable buildings, focusing on environmental impact and life cycle of the materials and the components,” setting fixed principles for achieving the lowest possible impact. The guidelines recommended maintaining 30% of the surface of the pavilions open or green, and a green roof to cover at least 50% of the surface of the building. The structures could be no higher than 17 meters, with an electrical power potential of no more than 900 kW, and had to use at least 50% recycled construction materials.

The rules and instructions focused on reducing the energy need for summer air conditioning, illuminating the premises, water consumption, waste production, and “island of heat” effect, and using renewable energy as much as possible.



Expo 2015 S.p.A. promoted and supported the repurposing of the participant pavilions



For a sustainable Expo

To avoid demolishing the majority of structures at the end of the Event, and in order to respect the emphasis on sustainability of by Expo 2015, it was also important to envision the life cycle of the constructions, and plan ahead for the repurposing of the various pavilions. One of

the key tenets of Expo Milano 2015 was transportability, so that every structure could be easily transferred to another site. Another rule was flexibility, to facilitate the future conversion of the pavilion. Third was the reversibility of most of the construction elements.

Sixteen of the self-built pavilions, have been rebuilt or are in the process of being rebuilt away from the Expo site. Let's look at some examples. The United Kingdom reopened The Hive, the iconic installation of its pavilion inspired by a beehive, inside the London botanical gardens, Kew Gardens. The Container Pavilion, created by Monaco, ended up in Burkina Faso, where it is being turned into a medical training center.

Other buildings found a new home in Italy. The Uruguay pavilion was converted into a restaurant in Origgio, in the province of Varese, where it continues to offer Uruguayan cuisine. The Coca Cola space has been reborn as a park in the southern suburb of Milan, with a covered basketball court for residents. The building materials of the pavilions that were not slated for repurposing during the design phase were still recovered and scheduled for recycling or reuse. In line with the high standard of sustainability achieved during the Event, the pavilion of Chile - as in the 1889 Expo - returned home, to Temuco: there it will serve as a cultural and tourist center for the Araucania Region. The Organizing Country of the 2020 Universal Exposition, the United Arab Emirates, also committed to rebuilding its pavilion in the futuristic city of Masdar.





> THE REUSE OF THE MOVABLE GOODS

At the end of the six months Expo Milano 2015 also wanted to safeguard the "movable goods" as part of the physical legacy of the Event. Faced with a vast and diverse assortment of objects, furnishings, and installations during the dismantling of the Expo site, the organization encouraged the reuse and donation of the items, to prevent the creation of waste in the framework of a circular system. Expo 2015 S.p.A. took a two-tier approach: first, it enhanced public assets through the sale to the highest bidder or divested them to be reused on the Expo site after the six-month period. Then, for goods left unsold, as permitted by law, Expo 2015 opted to hand them over free of charge to public and not profit organizations: an initiative adopted in order to concretely promote a sustainable development model that followed the guidelines of the Regional Waste Management Program.

The total value of the goods donated exceeded 600 thousand euros. This outcome was made possible also thanks to the involvement of the Triulza Foundation (with the support of the Cariplo Foundation), with whom Expo 2015 signed a

Memorandum of Agreement for the management of the "Reuse Project," a program designed to give a "second life" to various objects, making it possible for the Expo to function - from the kitchens in the clusters to the tablets and the uniforms provided to the Field Operator Officers. Under the leadership of an ad hoc Steering Committee, the goods were donated to public agencies





and NGOs identified through a public, transparent procedure. Of the 3,500 initial requests for participation, 172 associations were selected with a weighted lottery (Non-profit organization, schools, municipalities, public agencies) located for the most part no more than 350 kilometers from the Expo site, who were asked to pledge to use the goods only for socially useful purposes.



NEW LAND FOR GREEN SPACE

Among the guidelines for the dismantling phase, Expo 2015 recommended that the participants handle with the utmost care the vegetation of the many "green works" around the Expo site.

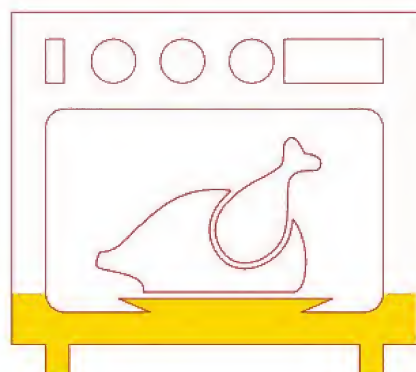
Here, too, the aim was to protect the resources and promote the reuse of plants, trees and general "plant" material: the guidelines provided instructions on repatriation and export, for sale or transfer, and - only as a last resort - dismantling to produce quality compost.

The company recommended donations to organizations, associations and institutions interested in using the green property in public or social contexts.

A group of fans, some of whom were already involved during the Expo period,

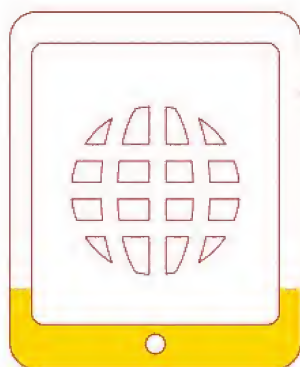
created the Expo Green Recovery project, which during the months following the Event transplanted almost 7,000 plants in new locations. Led by a group of volunteers, and with the support of private sponsors, this initiative involved 29 donor pavilions, whose legacy of flowers, shrubs, herbaceous plants and more than 550 trees were reborn in the parks and common areas of twenty cities in Lombardy and the rest of Italy.

THE DONATIONS MOST IN DEMAND



CLUSTER KITCHENS

donated to the Civil Protection department and to non-profit organizations



TABLETS

for schools and students throughout Italy



BRAND-NAME GADGETS, CLOTHING & ACCESSORIES

donated mainly to the homeless and to set up emergency camps for the people displaced by the Aquila earthquakes

Most of the contracts
between Expo 2015 S.p.A.
and its partners
or sponsors included
green criteria

7.4

Future Models

The sustainability guidelines and initiatives developed at Expo Milano 2015 are among its legacies for future events.

For the commitment to sustainability to be successful, the more than 160 organizations had to adhere to and respect the Event's underlying principles. Starting from the preparatory phase, Expo 2015 S.p.A. called the group of stakeholders to respect Italian regulations through events, meetings and guidelines providing directions and practical projects.

Along with the documents on the Theme and the design of the pavilions – the sustainability initiatives that gave them a focus – the participants also received instructions on criteria to use in choosing a supplier and how to participate in a program to reward the best solutions adopted.

Green Procurement Guidelines.

Published in 2013, the Expo Milano 2015 guidelines on "green purchases" involved five product categories (Food&Beverage, internal fitting, merchandising,

packaging and events) and helped steer the stakeholders toward *green* or eco-compatible products and services. The guidelines gained greater importance, slowly but surely, as reference documents included in the various tenders. The audits conducted during and at the end of the Event shows that the purchasing organizations, in sectors where green procurement was applicable, adopted the environmental criteria primarily in choosing installations (88% of cases) and in Food&Beverage supplies (83% of cases) – the category most closely connected to the Theme of Expo Milano 2015.

Toward a Sustainable Expo.

This initiative was born from the idea of rewarding the participants who had been most active on the Theme and thus spark a "healthy competition" between countries - to encourage greater attention to the environment,

and to enhance the voluntary initiatives that helped make the Event more sustainable. Promoted by Expo Milano 2015 in cooperation with the Italian Ministry of the Environment, and thanks to the support of the Politecnico di Milano and IEFE Bocconi, the awards were divided into four categories: - sustainable architecture in the construction of the pavilions (final reuse of the buildings, cooling techniques, use of recycled materials, LED lighting, use of renewable energy, water savings) - sustainability of food (use of ecological and organic products, biodegradable tableware, reduction of packaging, etc.) - application of Green Procurement criteria (source of wood, paints, packaging, etc.) – and other initiatives not included in the three previous categories, such as the calculation of the *carbon footprint* or CO2 offsets. The 79 participants who joined the initiative earned certification as “players.” A plaque outside the respective pavilions signaled their partnership and contribution to the program.

At the end of the semester, the results of the guidance and promotional activity is one of the legacies that Expo Milano 2015 is leaving for the organization of large future events – and not only the next Universal Exposition.





Guidelines, collections of best practices, reports: the commitment of Expo 2015 S.p.A. to reducing its environmental impact to a minimum and leaving a positive legacy provided not just a general approach but also practical and applicable lessons that can serve as model for the management of events that respect the environment.

Experience shows the importance of planning the various phases, including the dismantling of the event. Attention to the complete life cycle of the structures and their repurposing, support for the participants in defining sustainability and training measures, waste management and the importance of monitoring, are some of the most instructive general principles.

And then there is one figure that is hard to quantify: the visibility of sustainability guaranteed by the Event. This is the great intangible value of Expo Milano 2015. At the same time as the dialogue on the Theme and nutrition, and closely tied to them, there were reflections on sustainable development that came about through the sharing of goals and solutions among different organizations, cultures and peoples. A global opportunity for raising awareness, the Universal Exposition of Milan showed future events the importance of collective behaviour in bringing about change.

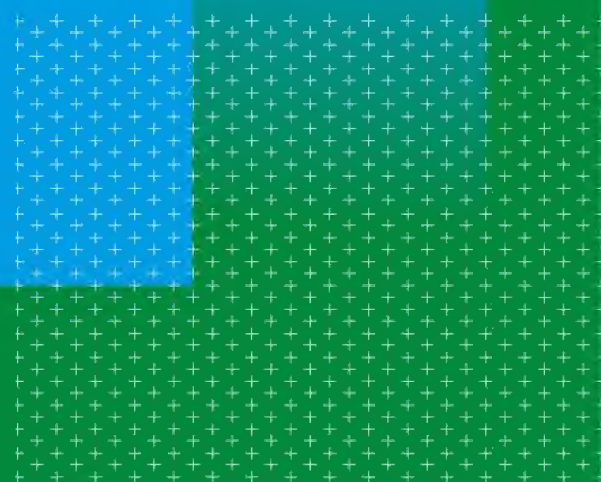
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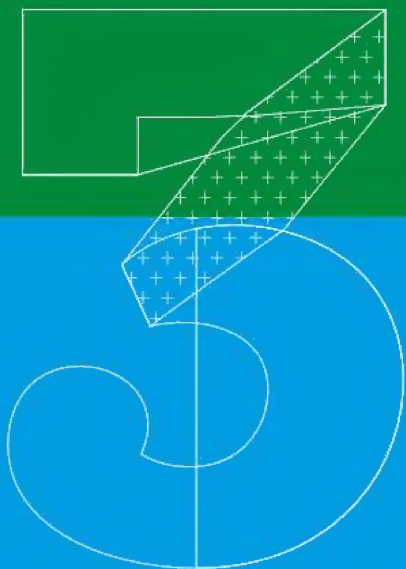
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IN THE EXHIBITION SITE



MILANO 2015





ON

8

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CHAPTER 8

On the Expo Site

The Universal Exposition's wealth of contents brought exceptional architecture to life: projects filled with wonder that conveyed the many subjects tied to the global discussion of the Theme.

8.1

A Park Dedicated to Nutrition

Starting with the original design, the Expo site created an intense experience focused on the Theme. The presence of nature and the new technologies played a special role.



MILANO 2015

Built along a natural entrance to the city, Expo Milano 2015 opened its gates to a communal park where everyone could experience ideas about nutrition from a variety of world voices. The concept was not to create a monumental site, filled with imposing architecture, but rather a landscape of experiences covering one million square meters, the equivalent of over 150 soccer fields. A "horizontal monument" to be admired in its various forms, but also inviting many different kinds of participation. The underlying goal of the Expo site was to offer people a unique and memorable visit from a cultural, educational and entertainment perspective.

The shared horizon of the participating organizations was the Theme and the visitors' experience.

The Italian Universal Expo chose from the start to be remembered for its contribution to the dialogue on the future outlook of nutrition, a cross-cutting commitment addressed in various places and from many points of view: national pavilions, theme clusters, theme areas designed by Expo 2015 S.p.A., and spaces sponsored by the private sector and non-profit associations, in addition to the areas of the host country.

The reflection on nutrition touched every aspect of initial plan of the Expo site around which the visitor experience was structured. The environment was designed as a uniform garden: an island carved by a canal of water that drew a line around its perimeter and left room for the vegetation. The subdivision of the spaces was inspired by the ancient Roman town, with two perpendicular axes with strong symbolic value, the Decumano and the Cardo, which established the orderly grid of plots of land assigned to each participant. All the countries with a national pavilion filled the Decumano, transforming it into World Avenue, the majestic promenade on which each was given equal visibility, in line with the equal and inclusive approach of the Event: a boulevard designed not as a showcase for competing architectures but rather as a genuine "living room of the world." Italy concentrated its structures, instead, on the Cardo. Both streets were protected by broad white canopies, offering shelter from the sun and rain.

In an area inspired
by an ancient Roman city,
Expo Milano 2015
asked the countries
to freely express
their own ideas

At the four cardinal points, the Masterplan located iconic elements of Expo Milano 2015: the Mediterranean hill, the Open Air Theatre, the Lake Arena (site of the Tree of Life), and the Expo Centre.

Thanks to the efforts of the participants, the results were in line with the original plan. Through the guidelines it provided, Expo Milano 2015 gave the countries an exciting challenge: ample design freedom at the same time as an invitation to interpret in a striking,

original way the Theme, "Feed the Planet, Energy for Life," based on their own cultural perspective. Within their spaces, the countries illustrated their agricultural production processes, technologies, research in the food industry, and national history and food culture, in addition to the questions and contradictions raised by the Theme.

While maintaining strict compliance with the rules and regulations of environmental sustainability, the participants could experiment with various aspects of their exhibition spaces: volume, the relationship of solids to voids, the itineraries and exhibits within their assigned plot, green projects and *landscape design*, and the interaction between landscape and architecture. The shapes, materials, and design solutions created by the countries were the true protagonists of the Event, eliminating any distinction between container and contents.

All the participants gave a central role to food in various ways, from tasting areas to the sale of typical products. This "park" gave special emphasis to

> [To examine the Masterplan
in depth Chapter 5](#)





nature, starting with water. A fundamental element of the Theme, water was a constant reference point on the Expo site thanks to the system of canals, reminiscent of the waterways that over the centuries assured the productivity of the agricultural industry in Lombardy. Through their different levels of direction and perception, the canals expressed important concepts:

respect for water as food for life and as resource to be preserved, the risks of waste and poor management, and the use of the water as element of expression and entertainment.

Before entering the perimeter canal, the rainwater was treated in phytopurification areas, which were designed as aquatic gardens with plants and flowers.



THE SMART CITY

Technology is the additional element that had a positive impact on the visit, tangibly and intangibly. With a number of daily "inhabitants" comparable to a medium-large Italian city, Expo Milano 2015 had to be outfitted for ideal use also in terms of networks and digital infrastructures. It was possible to offer this optimal experience by involving leading partners from the technology sector as well as a stakeholder integrating the solutions and operations of the other partners.

The effort required a considerable deployment of resources, including first and foremost the creation of a fiber optic network of over 300 km - comparable to the distance between Milan and Florence - to connect 120 exhibit spaces and over 15,000 objects. More than 50 antennas guaranteed coverage of the entire area with a 4G mobile network, to which was added a Wi-Fi network with 1800 hot spots. The data

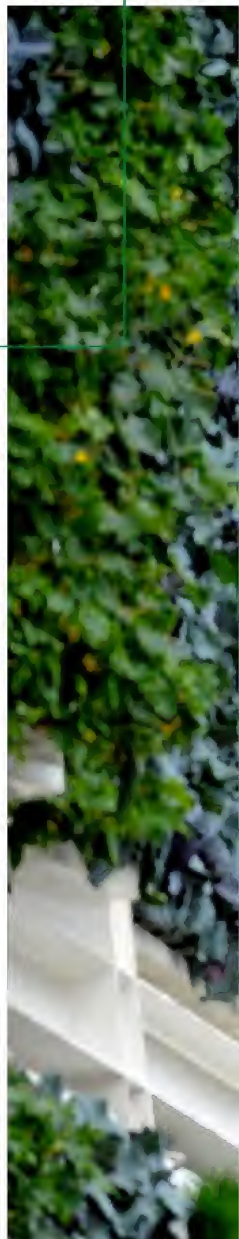
management on the cloud required two data centers with 450 virtual servers. At the Expo site over 100 multimedia devices were available, from infopoints to video walls.

During the Expo, the TIM network registered almost 140 TB of data downloaded, with over 70% of traffic over 4G networks (LTE), and a total of more than 16 million calls by TIM clients, with a traffic equivalent to 10,000 hours of calls a day.

The technological investments made it possible to have "an experience within the experience," and always feel connected to the digital environment. The data shows that millions of users used this advanced information system during their visit: 70 million visits to the "Digital Expo" web sites, around 7.5 million interactions on infopoints, over 6 million sessions of users connected to the Wi-Fi network, with spikes of up to 25,000 users at a time

and an average connection time of 43 minutes per person. The strong connectivity helped drive the sharing of the Event on-line by visitors.

The digital legacy lies in the solutions integrated into Expo Milano 2015: a useful six months in terms of training, simulation - the Expo site was a small city in terms of numbers - and forecasts for the future use of the technologies.



The green projects had a visible importance. Along the outer banks of the canal the Expo site had a perimeter of trees and shrubbery, creating an natural barrier of protection from the nearby highway and railroad, in compliance with natural biodiversity.

This outer strip, a "green border" similar to indoor gardens, displayed the project's desire to describe the variety of Italy's natural landscape and agriculture - with abundant trees, shrubs, herbaceous species, hedges and gardens, making Expo Milano 2015 the largest landscaped area

in Europe. The work culminated in the Mediterranean Hill, providing a panorama over the entire Expo site from one end of the Decumano, with paths and terracing featuring vegetation and cultivations typical of the Mediterranean climate.

> For the green space and the
commitment to sustainability,
Chapter 7



8.2

The Italian Pavilion

In the heart of the Expo site, physically and ideally at the heart of Expo Milano 2015, Italy depicted its essence.

The structures of the Italian pavilion extended along the entire axis of the Cardo. Thanks to the main building and the scenic sculpture of the Tree of Life, it created the most visible presence at the Expo in terms of size and height.

For the first time in the history of the Universal Expositions, the host country did not rely on a single pavilion but rather on an avenue to be explored. With its succession of spaces, some of which were assigned to local organizations and companies, this decentralized presence had the ambitious task of expressing the country's values and showing off its uniqueness, in a story of excellences, culture, and culinary and food variety. On the Cardo Italy created a "temporary village"

in which everyone could discover the wealth of the various regions and Italians could proudly identify with their art and landscape, flavors, talent for innovation, and commitment to sustainability. The Italian pavilion was forward

looking, and not only because of its futuristic architecture. Through its offerings, the Italian pavilion welcomed and gave visibility to the projects and talents of entrepreneurs, organizations and students, offering them fertile soil that would allow their ideas to germinate.

A schedule of events filled the spaces and the plaza at the intersection of the Cardo and the Decumano, turning into a stage, an academy, a meeting place. Culminating in the week

of celebrations that started on Italian National Day (June 2), the activities heightened the role of the pavilion as a place of belonging and growth, in which to express a vast local wealth and promote concrete new initiatives.

The motto of Italy's participation was "Italian Pride"; the Theme, "the Italian Nursery." A majority of the public visited the Cardo: 14 million people, 2 million of whom went only to Palazzo Italia. The splendid works of art and the contents of the Italian pavilion came to life through a partnership between the Fondazione Milano per Expo 2015 and the Google Cultural Institute. The virtual exhibit called "Google Arts & Culture" made it possible to relive with just a few clicks the spectacular waterworks

and lighting of the Tree of Life, the Nursery School environment, and the spaces devoted to *empowerment* in the Women's Conservatory. With 25 interactive exhibits and over 430 contents, extraordinary images and short

films that enrich the four sections of Palazzo Italia.

The Theme of the Pavilion was "The Nursery of Italy".

➤ [More information on the Milan Charter in **Chapter 3**](#)

> PALAZZO ITALIA

The main structure of the pavilion was Palazzo Italia, which immediately became the landmark at the heart of the Expo site and the scenic backdrop to the Cardo.

Among the few permanent structures in the area, the Palazzo stood out for the originality of its shapes and materials, with casing in light-colored cement inspired by the shapes of nature. The design grew out of an international competition held in 2013 by Expo 2015 S.p.A.: out of 68 participating firms, the jury selected the proposal of Nemesi & Partners, with engineering and installations by Proger and BMS Progetti and the sustainability of the building designed by Prof. Livio De Santoli.

Built on six levels, the palazzo was inspired by the idea of an urban forest. The facades of the structure emphasized the alternating of light and dark, solids and voids, creating a stratified architecture-sculpture, reminiscent of Land Art through a living figure that is both primitive and high-tech.

The project was characterized not only by ground-breaking architecture but also by its focus on technical innovation and sustainability. Palazzo Italia was an almost zero energy building, thanks to the use of solar panels on the roof and the special

cement with photocatalytic properties. The material is patented by Italcementi as "i.active BIODYNAMIC": covered by 900 cement panels, created with Styl-Comp technology, in contact with sunlight the whole surface (9,000 m²) can "capture" certain pollutants in the air, turning them into inert salts and thus helping to free the atmosphere of smog. The mortar consisted of 80% recycled aggregates, in part from processed Carrara marble chips, making it shinier than traditional white cement. The new material was also characterized by "dynamism," a fluidity that makes it possible to forge complex shapes such as those of the palazzo.

An innovative veil of glass solar panels completed the roof of the building. The point of greatest architectural expression was at the heart of the interior plaza: a large conical-shaped glass skylight, "suspended" over the plaza and the central staircase, allowing natural light to shine through.

The level of innovation achieved and the skills required, together with the involvement of Italian companies, made Palazzo Italia the epitome of a large contemporary creative factory. At the basis of Palazzo Italia's architecture was the idea of





cohesion, in the sense of the magnetic force that creates a discovered sense of community and belonging. The energy of the community concentrated in the interior plaza, the symbolic heart and starting point of the exhibit itinerary, joining together the four blocks that shaped the Palazzo. Ideal urban "wings," these four blocks housed the exhibit space (West Block), the Auditorium (South Block), the Institutional Offices (North Block) and the Conference Rooms (East Block). The architectural volumes, like metaphors for tall trees, offered the public massive supports on the ground, simulating giant roots that sink into the earth: observed from below, the blocks opened and stretched upwards, freeing themselves like leaves through the great glass roof.

The itinerary of Palazzo Italia transitioned from gradual discovery to conquering the forms and contents of this architectural landscape. The visit began in the interior plaza, a large reception hall in which the tilted surfaces and curves lent fluidity and dynamism to the architecture, creating an evocative space. The large staircase that rose from the plaza then crossed the length of the space, visually connecting every floor. From the second to the fourth level, a large "suspended" shell visible from the plaza defined the exhibit area. The itinerary began on the ground floor, where two statues stood opposite each other: one by the contemporary Italian artist, Vanessa Beecraft, and "Hora", an ancient marble

sculpture from the Uffizi Gallery in Florence. Together they were a symbolic reminder of Italy's creative continuity. From there the exhibit "The Home of Italian Identity" unfolded over three floors, in which the visitor could experience the four "powers" identified as the common thread of Italy's historic identity.

The first was the "Power of Know How", a section dedicated to the Italian men and women working in the fields of sustainability and their successful projects. Then

came the "Power of Beauty", a sequence of rooms that sparked a reflection on environmental phenomena and human perception, including a room of mirrors that introduced the visitors (literally) to the vast wealth of the country's landscapes. The "Power of the Limit" described the innovations of contemporary Italian research and creativity, illustrated through objects, videos, and holograms. The "Power of the Future" focused on future prospects, showcasing Italian biodiversity and making an

educational space available for young students. The multi-levelled itinerary traced a collective legacy through viewpoints, testimonials, and installations. At the end of the itinerary, the visitors could sign the Milan Charter, the manifesto on the right to food proposed by Italy. In the space dedicated to the document, the country presented to the numerous visiting Heads of State and Government the commitment that Italy had shared with the world.



> TREE OF LIFE

Symbol of the Italy pavilion, the Tree of Life was rooted in one of the most vital periods of Italian art, the Renaissance. Toward the end of the 1530s, Michelangelo was redesigning the Piazza del Campidoglio by papal commission. He conceived and designed, for the pavement, a complex symbolic structure that, on the basis of a diamond-shaped drawing, culminated in a twelve-point protagonist indicating the constellations. On the basis of the design by Michelangelo, Marco Balich, former artistic director of the Italian pavilion, drew the outline of the Tree of Life, a grandiose construction that combines monument, sculpture, installation, building, and artwork. Aside from the Renaissance, the construction refers to more complex symbolism common to many cultures: the Tree of Life is the symbol of Primordial Nature, the great force from which everything originated. Balich created the concept and, in cooperation with the Gioforma studio, the design for the project.

The 37-meter-high Tree of Life was the most "visible" element of Expo Milano 2015. The large structure stood in front of Palazzo Italia, at the center of Lake Area, the largest open-air space of the Expo site, with a mirror of water that visitors could overlook from wide flights of steps. Not only was the Tree a triumph of creative expression, it was also an engineering challenge. The large crown in Siberian larch towers toward the sky, supported by elegant and complex intertwined wood and 150 tons of steel that required around 200 days of labor. The work was created by the "Orgoglio Brescia", a group of local businesses that came together for the occasion.

During the Expo, the Tree of Life created a majestic play of lights and sounds, powerful and suggestive, that beckoned millions of visitors and turned its image into the icon of the Event. With special effects animated by the most advanced entertainment technologies, it captured the eye of every person on the Cardo with light shows and water works at regular intervals - each relaunched by hundreds of photos and videos on social media. In addition to the "Tree of Life Suite," composed by Maestro Roberto Cacciapaglia, the soundtrack to the show was enhanced by bits of classical music and top contemporary hits by Italian and international artists. Together with Palazzo Italia, the Tree of Life is still located in the area and was reborn in the summer of 2016 when its lights once again lit up the area at the gates of the city.

The excellence of Italian cuisine presented to the world

> THE CARDO

Created to resemble the typical Italian village, in which low profile buildings alternated with green and porticoed squares and terraces, the Cardo hosted the best of Italian tradition. In a geometric pattern reminiscent of a mosaic – in which each tile is equally important – the Italian territories and the partners brought the Cardo to life through events, temporary and permanent exhibits, meetings and business opportunities.

The regions and territories had fixed or rotating spaces to greet the visitors and dazzle them with their specialties. The design of the

area, echoing the model of the pavilions, favored open spaces. The Piazzette dei Territori along the North Cardo told the story of some of the most representative areas of Italy, with their many unique features.

The proximity of the Palazzo Italia to the European Union Pavilion highlighted symbolically the close relationship between Italy and Europe. High visibility was also given to the WE - Women for Expo project, created to reflect on the Theme of nutrition and women's culture, for which a special area was reserved.

Inspired by the semantic relationship between plants and sustainable growth, the project featured a kind of vertical, a reminder of the deep and vital connection between human beings and the natural world. We owe our existence to plants: the air that we breathe depends on them, the fibers that we use to create tools for daily use come from them. It was plants that were the protagonists of the WE - Women for Expo space, reminding everyone of the importance of preventing food waste and protecting the environment.

The project dedicated to the work of the Red Cross was set up next to it. The space exhibited the faces of the volunteers, relating their daily engagement to bring help to areas in crisis.

The partners of the Italian Pavilion



ITALIAN PAVILION PARTNERS

The South Cardo was brought to life by prestigious companies in the Italian food supply chain offering visitors their quality products: The itinerary was completed by the major Italian trade categories.

Accademia Citterio

of Italian charcuterie

the cured meat

Coppini

the oil

Granarolo

the milk

Lavazza

the coffee

Pirelli

the beer

Rigoletto

the ice-cream

San Pellegrino

the water

had permanent and rotating exhibit spaces available in which to organize events, meetings, performances and installations to convey to the visitors the great wealth of the Italian regions, the characteristics and variety of styles, dialects, traditions and values related to the subject of nutrition. The experience was enriched by telling the story through images of Italian emotions, on the four large LED screens positioned on the facades of the buildings, projecting videos on the identity, traditions and innovation related to the theme "Italian Nursery".

On the ground floor of the North-West Cardo, the Italian regions, partners and associations had a continuous presence in the "Convivio" space where - rotating weekly - the visitors could see and taste the different specialties. The creative concept was inspired by a place in which "to live together," immersed in the world and in the stories. An area for sharing and meeting, but also an opportunity to study culture and art. A simple format, easy to install, which made it possible to collect assorted content and convey it to the visitor immediately, in a way that is both comprehensible and entertaining. The "Convivio" runs along two conceptual axes: a celebration of the horizontal ("Italian Convivium"), the "doing", interaction, exchange and contact between individuals; and vertical ("Italian Gallery"), the place of "knowing," of the individual approach, culture and study.

The Coldiretti pavilion - one of the major national agricultural organizations that covers all the areas of production, viticulture, breeding and fishing - was located on the South West Cardo. The space offered a sensory experience that told the visitor the story of a nature "used" rather than "exploited" by man. The area was organized with walls that made it possible, through the sense of smell, sight and touch, to discover the essence of food, reminding everyone that it is not a finished product but rather the result of a process.

The itinerary ended on the terrace, where the visitor could taste products and recipes prepared in accordance with the distinctive Coldiretti method of doing agriculture.

On the South-East Cardo, Confindustria, the major association representing the manufacturing and services industries in Italy, supported the creation of "FAB FOOD - The Factory of Italian Flavor," to demonstrate how to obtain safe, quality products at accessible prices and in sufficient quantity. The exhibit emphasized the complexity of the agribusiness supply chain of the country and help the visitor realize that today's choices will influence the food of tomorrow.

The theatrical design and set-up engaged the public, which was often the protagonist: the position, gestures and actions required by the interactive narration placed the visitors on a stage that illustrated how individual desires had

consequences on everyone and the need for a common and shared purpose.

Moving to the North-East Cardo the visitor arrived at the pavilion, created by Verona Fiere and supported by Ministry of Agricultural, Food and Forest Policies: "Wine - A Taste of Italy." Here the history and unique qualities of Italian wine were presented. Not a simple drink but rather a convivial pleasure, strongly tied to *Made in Italy*. In around 2,000 meters an extraordinary interactive exhibit path told the story of the relationship between man, nature and land which made it possible to produce these masterpieces. At the end, the visitor arrived at the "Wine Library", which offered a "reading" of more than one thousand wines to appreciate and taste, and especially to understand and remember.

Near the Lake Arena, Copagri (Confederation of Agricultural Producers) created a pavilion of around 500 square meters, in which the "Love It" project was built, a typical country market in which every producer displayed its products, talked about its business, and introduced its company. An area dedicated to the sale of two icons of Italian street food: pizza and ice cream. At Palazzo Italia, the host country concentrated a wealth of restaurant offerings, to give the visitor an overview of its internationally-renowned culinary tradition. On the fourth floor (just below the splendid panoramic terrace) was the restaurant

managed by Peck - the historic Milanese restaurant and benchmark for quality Italian food and wine - which managed and hosted all the official breakfasts of the foreign delegations, gala dinners and business luncheons. The restaurant was open to the public with a high-quality menu. Located along the North-West Cardo, at the intersection with Piazza Italia, was the restaurant managed by Ecco S.C.A.R.L, "Pasta e Pizza," dedicated to two of the most typical products of Italian cuisine, as recognized around the world. This project paid special attention to environmental sustainability and the educational mission of Expo Milano 2015, offered diners the possibility of watching the processing cycle of the raw materials.

On the top floor of the South-East Cardo, Martini&Rossi created a space for relaxation and light cafe, bar and snack items: the Terrazza Martini Expo. An ideal location for hosting presentations, aperitifs, cocktail parties, gatherings and get-togethers, it brought together the know-how of experts, lovers of the brand, fans of Italy, youthful talent, and connoisseurs.



ITALIAN REGIONS THEMES

→ **Sicily**

Feeling Sicily

→ **Emilia-Romagna**

ExplorE-R. Food for life,
food for mind

→ **Autonomous Province of Bolzano**

Come see, discover.
The Alto Adige to experience

→ **Autonomous Province of Trento**

Trentino. The energy of biodiversity

→ **Piacenza for Expo 2015**

Earth-hand

→ **Chamber of Commerce of Avellino**

Irpinia, quintessence of life

→ **Calabria**

One land, two seas....
Infinite sensations

Other permanent spaces were
organized by the Lombardy -
"Feeding the future, now" - at the
South West Cardo, and the Lazio
and Rome at Palazzo Italy,
at the exit of the Exhibit
"The Home of Italian Identities".



EXHIBITION INSTALLATIONS

→ **Tuscany**

Tuscan Lifestyle

→ **Basilicata**

Our water, your life

→ **Liguria**

The garden of tomorrow

→ **Marche**

Longevity of life

→ **Piedmont**

Piemontexperience

→ **Abruzzo**

Laboratory of biodiversity

→ **Friuli Venezia Giulia**

A mosaic of natural territories
and excellencies of taste

→ **Sicily**

Feeling Sicily

→ **Autonomous Province of Trento**

Trentino Feeds the heart

→ **Molise**

Places out of the ordinary

→ **Valle d'Aosta**

The rising earth

→ **Umbria**

Convivium 2.0

→ **Calabria**

Food for the Gods, food for men:
the museums of Calabria at the
Universal Exposition

→ **Como System**

Como essence

→ **Autonomous Region of Sardinia**

Endless Island

→ **Emilia Romagna**

ExplorE-R. Food valley

→ **Campania**

Food for the soul

→ **Bergamo System**

Amazement, just steps away
from Expo

→ **Veneto**

Mondonovo.
The old feeling of innovation

→ **Confagricoltura**

Fruitness, enjoy it.
We cultivate masterpieces

→ **Unioncamere Lombardia**

Lombardies A unique territory
with multiple identities

→ **National Order of Biologists**

→ **Confartigianato**

Feeding the future,
energies from tradition

→ **Gewiss**

Feeling at home

The Visit Space by Space

e

8.3

Self-Built Pavilions

The Official Participants could choose to make a personal contribution to the development of the Theme through the creation of a Self-Built

Exhibition Space or – absolute innovation in a Universal Exposition – by participating in one of the Thematic Clusters.

The decision to allow only two types of exhibition structures stemmed from the desire to emphasize the contents and the landscape over classic architectural grandness. 54 Participants opted for a Self-Built Pavilion, for a total of around 120 thousand square meters (excluding the surface occupied by Italy). The remaining Countries instead joined one of the 9 Thematic Clusters. The construction of 54 Self -Built Pavilions is an absolute recorded in the history of Universal Expositions- previously held by Expo Shanghai 2010 with 42 Pavilions. A result which is

illions

even more important taking into account the fact that, by adding the Non official Participants, the total number of self built pavilion is 65.

The size of the Self-Built Pavilions varied from a minimum of 747 to a maximum of 4,933 square meters. The guidelines to the Participants included an open space of at least 30% with the same percentage of green areas, while the maximum height of the structures could not exceed 12 meters (with peaks of 18 meters for non-structural elements). Respecting these instructions was not only of great importance for the development of the Theme, but also and especially

for creating a satisfying and educational visitor experience, in addition to as sustainable an impact as possible.

The Participants in fact had to anticipate methods for containing energy consumption, and using ecological and recyclable materials.

Self-Built

Official Participant with Self-Built Pavilions

Official Participant	Theme	Area (sqm)	Expo Milano 2015 Awards	"Towards a Sustainable Expo" Awards
Angola	Food and Culture: Educate to Innovate	2010	Silver in Theme Development	
Argentina	Argentina Feeds You	1907		
Austria	Breathe. Austria	1910	Gold in Exhibition Design	Leader in Design and Materials
Azerbaijan	Protection of Organic Food and Biodiversity for Future Generations	887		Special mention for Design and Materials
Bahrain	Archaeologies of Green	2010	Silver in Architecture and Landscape	Special mention for Design and Materials
Belgium	Belgium's conviviality has a sustainable future	2717		Leader for Other Initiatives; Special mention for Design and Materials
Belarus	The Wheel of Life	1147		
Brazil	Feeding the World with Solutions	4133		Leader in Design and Materials
Chile	El Amor de Chile	1910	Silver in Architecture and Landscape	Leader in Food and Beverage, Green Procurement and Other Initiatives
China	Land of Hope, Food for Life	4590	Silver in Architecture and Landscape	
Colombia	Naturally Sustainable	1907		
Czech Republic	Laboratory of Life	1362	Bronze in Architecture and Landscape	
Ecuador	Journey to the Center of Life	747		
Estonia	Gallery of Estonia	1010	Bronze in Exhibition Design	
France	Different Ways of Producing and Providing Food	3592	Gold in Architecture and Landscape	Leader in Food and Beverage
Germany	Fields of Ideas	4933	Gold in Theme Development	
Holy See	Not by Bread Alone. At the Lord's Table with all Mankind	747	Gold in Theme Development	
Hungary	From The Purest Sources	1910		

Official Participant	Theme	Area (sqm)	Expo Milano 2015 Awards	"Towards a Sustainable Expo" Awards
Indonesia	The Stage of the World	1175		
Iran	Global Sofreh, Iranian Culture	1910	Silver in Exhibition Design	
Ireland	Origin Green Ireland: Working with Nature	1175	Bronze in Theme Development	
Israel	The Fields of Tomorrow	2369		Special mention for Design and Materials
Japan	Harmonious Diversity	4170	Gold in Exhibition Design	
Kazakhstan	The Land of Opportunities	2396	Bronze in Theme Development	
Kuwait	Challenge of Nature	2790		
Lithuania	Well of Knowledge: Experienced Future	1147		Leader in Special Initiatives
Malaysia	Towards a Sustainable Food Ecosystem	2047		
Mexico	Mexico, the Seed for the New World: Food, Diversity and Heritage	1910		
Moldova	Shine the Light – Energy of Sun, Energy of Earth, Food for People	747		
Monaco	Excellence and Solidarity – A New Look at Feeding the Planet	1010	Silver in Theme Development	Leader in Design and Materials and special mention for Special Initiatives
Morocco	Morocco, A Journey of Flavors	2900		
Nepal	Food Security and Sustainable Development	2717		
Netherlands	Share, Grow, Live	2369		
Oman	Heritage in Harvest	2790		
Poland		2369		
Qatar	Seeding Sustainability Innovative Solutions for Food Security	2451		
Republic of Korea	You Are What You Eat	3880	Silver in Exhibition Design	
Romania	Living with Nature	887		

Official Participant	Theme	Area (sqm)	Expo Milano 2015 Awards	Towards a Sustainable Expo Awards
Russian Federation	Growing for the World. Cultivating for the Future	4170	Bronze in Exhibition Design	
Slovakia	Slovakia. World into the Pocket	1010		
Slovenia	I Feel Slovenia. Green. Active. Healthy	1910		
Spain	Cultivating the Future	2533		
Sudan	The Nile's Home. Land of Agricultural Opportunities and Food Securities	887		
Switzerland	Confoederatio Helvetica	4433		
Thailand	Nourishing and Delighting the World	2947		
Turkey	Digging into History for Future Food	4170		
Turkmenistan	Water is Life	1175		
United Arab Emirates	Food for Thought – Shaping and Sharing the Future	4386		
United Kingdom	Grown in Britain & Northern Ireland	1910	Gold in Architecture and Landscape	
United States of America	American Food 2.0: United to Feed the Planet	2790		
Uruguay	Life Grows in Uruguay	747		
Vietnam	Water and Lotus	887		





ANGOLA

A Baobab Tree Shows The Way To Correct Nutrition

The Pavilion of Angola was one of the first the visitor saw when entering from the West Entrance. It had a spectacular exterior, featuring wooden surfaces modelled on the geometric shapes typical of the country's printed fabrics. This open-work surface allowed natural light to enter the rooms inside.

Three stories of information with a delicious terrace on top

Even before entering the building, visitors can look through visors in the outer walls (set at two heights, one for adults and one for children) which gave them the impression of looking through binoculars at Angola's most beautiful landscapes. The exhibition area's theme was "Food and culture, educate to innovate", and it displayed the country's natural riches and food resources, seen from various viewpoints, articulated in four chapters: origins, growth, sustainability and future.

Entering the first room, located on

Theme: Food and Culture:
Educate to Innovate

Size: 2,010 sqm

Awards: Silver in Theme
Development

the first floor, the visitor was struck by the stylized shape of an African baobab tree at the center of the structure, which passed through all the building's floors. The walls displayed the country's main food sources: fishing, stock breeding, agriculture and apiculture. Exhibition techniques used giant screens and wooden framing, with smaller interactive screens providing further details on request. The central space near the baobab was devoted to Angolan Women and featured video interviews with the outstanding female representatives of the nation.

Towards modernity: preservation, research and...food tasting

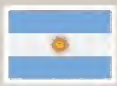
Walking up to the second floor – Growth and Development – already on the stairs the visitor started to see how Angolan cuisine fully respects the food pyramid, and that the country's natural resources supply everything necessary to a balanced diet. The second floor explored nutrition and gastronomy in Angola: the main local dishes were presented and explained, revealing the way they blend the influences

of Brazilian, Portuguese and even Italian cuisine (one of the typical dishes is polenta!).

Angola's culinary practices were well illustrated through lively show cooking performances by various chefs who showed exactly how it's done.

On the third floor – Modernity and Future – the exhibits illustrated modern Angola's ability in transforming, preserving and innovating its nutritional system... including an interactive game that tested which eating habits were correct.

Finally, the rooftop terrace displayed a selection of Angola's varied plant life, and offered an informal semi-covered panoramic restaurant surrounded by varied flora, offering typical fish dishes, such as baked Angolan swordfish and lobster bisque. And to round things off, a trilogy of tropical mousses.



ARGENTINA

Full Immersion in the Agricultural Resources of the Country which... Feeds You

The visitor's itinerary – most of it taking place on the first floor – centered on spectacular projections, taking up whole walls as they illustrated the landscape and history of Argentina, creating a sensation of "imaginary travel".

A land of vast spaces, historically linked to Italy through its volume of Italian immigrants a century ago, Argentina presented itself with a Pavilion made up of a cluster of interconnected silos which also evoked a system of metal gear machinery. The statement made by this shape was that Argentina was not only a vast nation rich in agricultural resources, but also a modern nation capable of using technology to transform its resources into value added products.

Starting with the refreshments area

The country's theme was "Argentina feeds you", referring to its extraordinary wealth of natural

Theme: Argentina Feeds You

Size: 1,907 sqm

resources, displayed to visitors from the beginning on a conveyor belt hanging from the ceiling, on which lavished projections of food products can be seen.

The ground floor immediately offered two refreshment points: the first focused more on wine and oil, the second was devoted to Argentina's most famous specialty: meat. The areas devoted to wine-growing were illustrated on three interactive screens.

On the other side of the tables and chairs, a small space offered guests live music and dance performances. Beyond this, an open-air fountain had a cooling and soothing effect.

Projections on the upper floor

The main exhibition area was upstairs, reached by a two-lane stairway for ascending and descending. Here the visitor was literally surrounded by huge projections portraying Argentina's history and its agriculture. The space was completed by installations in the center of the room, with wooden silhouettes representing key figures in the

country's history and rolls of historic photographs.

The intensely suggestive cycle of projections with its powerful soundtrack, lasted roughly ten minutes... and then started again.



AUSTRIA

Breathe: a Stroll in an Authentic Austrian Forest

Air is a necessity for human life: this is why Austria's Pavilion offered visitors a path through a microclimate characterized by the country's typical vegetation, capable of creating naturally cooler temperatures without air conditioning: cooling plants indeed! You can live for five weeks without food, and five days without water, but not even five minutes without air. Air, in other words, is the number one necessity among the planet's resources. This was the theme inspiring Austria's Pavilion at Expo Milano 2015, titled significantly *Breathe*. As soon as visitors entered, they found themselves immersed in a fragment of Austrian woodland, with trees soaring up to heights of 12 meters... higher than some of the buildings.

In these conditions, you didn't need conditioning... the climate became naturally cooler (about 5° C than outside of the forest). This outcome was the result of a

Theme: Breathe. Austria

Size: 1,910 sqm

Awards: Gold in Exhibition Design; Leader in Design and Materials

clever combination of nature and technology: the trees were cooling on account of their shadows, but also due to the evaporation that took place on their leaves (and as the info panels reminded us, in this space the total leaf surface added up to 43,200 square meters). Innovative technology was employed to boost the refrigerating effect: ventilators and nebulizers activated by sensors created a pleasurable refreshing effect, thanks to the micro-drops emitted. Wall surfaces – made of multilayered wood which help keep temperatures more temperate – shared information about the Pavilion and about the importance of Austria's woodlands: after all, no less than 47.6% of the country is covered by vegetation. Throughout the itinerary, interactive 'naturescopes' allowed the visitor to magnify and observe the plants, discovering fascinating information about the habitat of the undergrowth.

A picnic in the wilds, prepared by top chefs

The Pavilion also featured an original gastronomic area, called the Luftbar

("Air Bar"), which invited visitors to taste woodland delicacies: chefs from the Koch Campus School prepared a variety of snacks for a rustic picnic, to be relished on nearby park benches. And to drink? The most natural solution, naturally: free water from taps serving purified water.

An experience worth repeating

At the end of the visit, the visitor realized that the Pavilion they have just explored was actually an air production unit: all the plants in there produced fresh oxygen for 1,800 visitors an hour. And at the same time they bonded to carbon dioxide to the tune of 92 kg per day. A cooling pause which, after Expo Milano 2015, could do with being repeated in many oxygen-starved cities!



AZERBAIJAN

The Complexity of a Country at the Cross-roads of East and West

The eye-catching Azerbaijan Pavilion at Expo Milano 2015 is particularly striking for its complexity, reflecting a country where diverse cultures meet, and where human history took its first steps.

At the entrance, a statue of an over-sized candy provides a sweet welcome to the visitors. A rectangular building containing glass spheres, one of which can be seen from the outside, provide a metaphor for a country that is at home with, and works to protect its biodiversity.

While the first of these biospheres represents the country's many terrains, the second illustrates its nine climate zones, while the third provides an overview of Azerbaijan's cultural traditions and its innovative potential.

Each of the pavilion's three levels focuses on one aspect of the country's strengths: its natural resources, its agriculture, and its

manufacturing capabilities.

Music and flowers wherever they go

Another distinctive feature of the Azerbaijan pavilion is a sculpture of an upturned pomegranate tree that rises through the two floors. At the top, are nineteen real pomegranate trees.

Upon entering, visitors immediately find themselves in a magical location, complemented by flowers and music. On the ground floor, the country's many and diverse landscapes are beamed from video-screens framed in musical instruments. Music is, indeed, an important feature of Azerbaijani life, with the Tar, a long-necked string musical instrument, being a part of UNESCO's Intangible Cultural Heritage of Humanity list.

Music accompanies visitors up the escalator to the next floor where plastic flowers in nine colors symbolize the nine climatic regions enjoyed by Azerbaijan, one of the few countries in the world to have so many.

A dynamic map

Looking down from above, one sees

Theme: Protection of Organic Food and Biodiversity for Future Generations

Size: 887 sqm

Awards: Special mention for Design and Materials

a light sculpture in the shape of an eagle flying from East to West, while colors and lights illustrate a number of themes.

On video screens attached to the upturned tree sculpture, visitors can see videos depicting the typical professions of the Azerbaijani people. The message being conveyed is that Azerbaijan's real strength lies in its people and their skills, and these will be instrumental in driving the country's social progress.



BAHRAIN

A Refreshing Stroll Between Ten Orchards

The Bahrain Pavilion offered a refreshing and fruitful pause in the busy Expo... not least because it recreated ten different fruit orchards, each focused on one kind of fruit tree typical of the archipelago, such as banana, fig, jujube, olive, papaya, grape, lemon, prickly pear, date palm and pomegranate.

Each of these would have blossomed at a different moment during the six months of Expo, thus becoming a symbol of nature's seasonal progress.

The visitor progressed along paths lined by white panels, stopping at each orchard to find out more about the characteristics of the various kinds of fruit which are still important for Bahrain's economy today, as they were during one of the oldest known civilizations, in the Dilmun (later called Tylos) epoch, as can be seen from the archaeological display in the Pavilion.

Theme: Archaeologies of Green

Size: 2,010 sqm

Awards: Silver in Architecture and Landscape; Special mention for Design and Materials

An ancient heritage used in modern industry

The remote origins and connections with Bahrain of some of these fruits are mentioned in the Bible or the Quran. Such as the fig, which in the Book of Deuteronomy is described as a species native to the Middle East and specifically to the land of Canaan. In Bahrain the leaves of the fig tree are used by children in a popular and ancient game where they are gathered and arranged by size, or used to create compositions.

The date palm – which in Bahrain occupies 85 percent of the land dedicated to fruit-growing – is cited in the Quran. It is said that its liquid – known as Ma'Liqa – has medicinal properties. Many of these fruit trees also have cosmetic uses, especially the jujube and the papaya, used especially in hair products.

Towards food safety

At the center of the Pavilion, titled **Green Archaeology**, a video offered visitors reflections on agriculture in Bahrain, ranging from ancient traditional practices

to modern hydroponic techniques knowledge which Expo Milano 2015 contributed to enriching and spreading.

The Pavilion also offered a cafeteria stocked with typical local dishes using whichever fruits are in season.



BELARUS

Where the Wheel of Life Welcomes You as if You Were at Home

The **Republic of Belarus Pavilion** presented itself as a rolling, grassy hill, divided in two perfectly symmetrical parts by a large mill wheel, a good 30 meters tall. Inside the hill, lay a rock salt mine, showing the abundant and valuable element in the Belarusian subsoil. A narrow lane passed through the pavilion, exactly in the middle: the gap represented a river's channel to accompany visitors toward the wheel and toward the water and thus, metaphorically, toward life.

Food producing agriculture is important for the country.

The tractor symbolized this

Two vital elements for the **Belarusian** economy and culture were positioned in front of the pavilion: a large grindstone, used to mill cereals, and a tractor that symbolized the importance of the agricultural sector to the country. Also, right in front of the entrance to the pavilion, a corner had been

Theme: The Wheel of Life

Size: 1,147 sqm

provided that was dedicated to performances, where folk groups from the country performed frequently by an outdoor wooden kiosk where some of the country's specialties could be sampled while sipping vodka.

In the first part of the structure, on the left, visitors entered the exhibition space, where multimedia screens and touch screens were presented in Italian, Russian and English so that visitors could discover many curiosities about the cycle of life and the seasons of Belarus, the beauties of the country and the gastronomic delights it offers. Belarus is a little-known country, but none the less wonderful.

A third of its land is forested, it boasts 10,000 lakes, 20,000 rivers, and is habitat for 81 species of animals and 308 species of birds. Its economy is centered on the extraction of mineral resources and harvesting cereals, potatoes and linen, which is used to create beautiful textiles with geometric patterns.

Belarusian cuisine. A concentration of delicious potato-based treats

In the second part of the pavilion, on the right, lay the restaurant offering some of the excellent dishes typical of Belarus's cuisine like *kalduny* and *draniki*, two really delectable foods made with potatoes, or excellent barley salads cooked in *kvas*, beet soups, pancakes stuffed with pork, delicious carpaccio of red turnip, potatoes in their jackets, and chicken salad. Belarusian cooking used potatoes in a thousand different ways, but also includes meats, sausages, mushrooms and freshwater fish like carp. Inside the pavilion, one could buy some famous products made in Belarus like caviar and herring, but also fruit juices made from birch and forest berries, linden honey, chocolate and bottles of *Kvas*, a beverage similar to beer made from wheat.



BELGIUM

A Time Corridor Leading to Food's Future

Attract, inform and captivate: the three objectives (and areas) in which the Belgian Pavilion at Expo Milano 2015 was divided. It was inspired by the classical shapes of a farm (it reminded us of the form of Cascina Triulza), with its simple lines in wood and glass. The roof was covered by integrated cutting edge solar panels made with organic lightweight material that could capture even the slightest of sunrays.

Thanks also to the vertical wind turbine at the entrance, the structure limited the maximum consumption of fossil fuels.

The smell of French fries attracted visitors

Belgium welcomed its visitors by attracting them through their stomachs, in fact, there was a picnic area outside the Pavilion with a street food corner, known to Expo Milano 2015 visitors for the scent of fries invading the Decumano that were served here with mussels, the "moules & frites".

Theme: Belgium's conviviality has a sustainable future

Size: 2,717 sqm

Awards: Leader for Other Initiatives; Special mention for Design and Materials

To end on a sweeter note the typical ginger biscuits were distributed at the entrance of the Pavilion. Here it was possible to discover the distinctive products of Belgium, first the beer, entering visitor's minds with a wall as they passed by a wall made of stylized bottles. And it was also possible to learn more about the different regions of Belgium, a display case contained the reproduction of the Atomium, a monument made in steel designed for the Universal Exposition held in Brussels in 1958 and that later became a symbol of the city. Particularly interesting in this section was the corner dedicated to chocolate (dominated by the installation of a large *cabosse*), where the Master Chocolatiers created chocolate sculptures in an on-view laboratory and offered chocolate for visitors to taste. On the way to the lowest level, there were display cases with jewelry (Belgium is famous for the diamond processing) inspired by the food themes, the result of a competition for young designers.

Insects, hydroponics, wild herbs: solutions for food in 2050

The second part of the exhibition, the cellar, led us into the Pavilion's lowest level through a "corridor of time", that showed the scenario envisioned from 2015 to 2050; what will we be eating? The cellar level was a kind of "laboratory for future solutions": the systems presented included hydroponics and aquaponics (with authentic fish tanks), the use of insects (allowed in Belgium as an ingredient mixed with other flours) and the rediscovery of common wild plants.

A glass staircase (which of course referred to the shape of DNA) led upstairs; a large glass sphere with a terrace fascinated us with the beauty of contemporary Belgium. What was striking was the large suspended spiral that reminded of the great Royal Greenhouses of Laeken. The heart of this last section was a typical Belgian brewery that offered a wide selection of beers and covered by many copper pipes of different lengths and sizes. Here it was also possible to taste some typical Belgian fish and meat based dishes.



BRAZIL

A Net That Can 'Capture' 15,000 People Each Day

Thanks to the great idea of a net, which could attract even the youngest visitors, the Brazilian Pavilion was one of the most highly visited attractions at Expo Milano 2015, with 15,000 visitors people each day. At the heart of the space was an enormous elastic net, a fun attraction which people could walk on while viewing a small display of Brazilian cultivation right under their feet.

The net could accommodate about 300 visitors at a time and took a few minutes to walk across, resulting in average waiting times of approximately half an hour. Directly below it was an open area (Green Gallery) filled with vegetables, plants, flowers and fruits from Brazil, which could also be visited more comfortably by strolling through and stopping at the different tables with interactive games on the culture and different ethnicities that make up Brazil.

Theme: Feeding the World with Solutions

Size: 4,133 sqm

Awards: Leader in Design and Materials

On the first floor, videos and a "floating" exhibit

A ramp allowed access to the first floor, where a long wall filled with projections accompanied visitors on their discovery of the raw materials and advanced technologies used in Brazil to diversify food production. On the opposite wall, five digital displays presented the typical products of Brazilian agriculture. Also on this floor of the Pavilion, the "floating" exhibit called Casamata intrigued visitors. This exhibit presented a selection of objects created by Laerte Ramos inspired by the nests of the João-de-Barro, a very common bird in Brazil. Very simple geometric shapes recalled the highly modern architecture of Oscar Niemeyer, the creator of Brasília.

Design is another great richness of this country

On the second floor, motion sensors activated a sequence of videos on transparent screens that broaden the story of agro-industrial Brazil. In addition, on the ground floor,

the Pavilion had an auditorium that can hold 200 people. The interior furnishings were adorned by a display of Brazilian design products including three benches made by Fratelli Campana exclusively for the Pavilion of Brazil and visible on the ground floor. Each seat, 12-15 meters in length, features organic, winding shapes created by woven reeds, which recalled the famous Amazon River. Other handcrafted objects from all over the country featuring the use of typical Brazilian materials (wood, wicker straw and leather) were available for purchase at the shop on the ground floor.

A trip through Brazil at a small restaurant

With 80 seats, the small restaurant contained a significant collection of examples of Brazilian design. Half of the chairs, in fact, were made by different artists. Typical dishes (such as the very popular churrasco) were offered here, leaving room to showcase cuisines from the different areas of Brazil.



CHILE

Love for a Country... Projected in 4k Resolution

An emotional mood was evoked right from the title: Love for Chile. The South American nation offered its visitors a consistently moving experience based on the blending of video and sound. The whole Pavilion was constructed in Monterey pine, one of Chile's most exported quality timbers.

The exhibition space was reached via an escalator inside a kind of cavern, while the visitor was accompanied by the words of the Chilean poet Raúl Zurita, author of the poem *El amor del Chile*. (The Love of Chile) The sounds transmit what could be heard in the Salar de Domeico (the vast salt desert that constitutes the second region of Atacama), allowing visitors to listen to the noises created by the expanse of salt when the temperature changes.

Ancient and modern products, in a series of emotionally-charged films

Arriving on the upper floor, the visitor encountered the people

Theme: El Amor de Chile

Size: 1,910 sqm

Awards: Silver in Architecture and Landscape; Leader in Food and Beverage, Green Procurement and Other Initiatives

who carry out the country's food production operations. Videos projected on panels showed the harvesting of pears, cattle ranches, fishing activities, but also the preparation of the unusual *Curanto Al Hoyo*, a specialty of the *Isla de Chloë*. Southern Chile, in fact, has a traditional cooking method which involves placing seafood (but also potatoes, chicken or pork) in a hole in the ground, one and a half meters deep, mixed with heated rocks and leaves from local tree species. In the next room, 3D 4k resolution (ultra-high definition) projections depicted Chile's natural diversity, its volcanos, lakes, rivers, deserts and mountains, and the huge variety of fruits produced by nature.

The video's approach was intensely emotional, ranging from the stars of the sky to the creation of the country, in a poetic science fiction mood. After this, an interactive installation presented more factual and detailed information on Chile's principal products.

Space for small producers

Leaving the main exhibition

space, visitors travelled a walkway populated by the voices of the country's local markets, calling customers to buy their fruit and vegetable produce.

This brought them to the ground floor, where they were greeted by a market and restaurant. Both offered typical Chilean gastronomic products, and a selection of its high-quality wines. The concept here was that the items on sale (including books by Pablo Neruda) had all been produced by small enterprises who could thus show their produce and wares in the exalted setting of the Universal Exposition.



CHINA

A Wheat Field Blowing in the Wind Reminds us That We are Part of the Planet

The pleasant undulating path surrounded by flowers was reminiscent of the streets of old Beijing and led the visitors to the entrance of the China Pavilion, introducing the four important sections into which the exhibition space was divided – sky, man, earth and harmony – representing the close relationship between the Chinese people and nature.

From sky to man, from man to the Planet

Visitors were welcomed in the first area of the Pavilion, "Sky", with the sounds of the four seasons in the background. On the ground, there were the 24 phases of the Chinese lunar calendar that regulate agriculture, above which installations of dozens of traditional umbrellas were placed making the ambience more striking. The "Man" section, the largest one, showed the excellences of a dozen of Chinese provinces that stand

Theme: Land of Hope, Food for Life

Size: 4,590 sqm

Awards: Silver in Architecture and Landscape

out for silkworm breeding, for the production of mulberries or for the terraced fields for the cultivation of rice, the cereal that is the primary food of the Country's population. A table, in the exhibition space, showed the processing phases of tofu with thirty different preparations and a corner in which the virtues of the precious Chinese tea were celebrated. On a wall, ten of thirty-processing steps of the Peking duck were illustrated, a dish cooked for the first time in a historic restaurant in Beijing in 1864, while the following stands were dedicated to new technologies related to food, from the internet of things to hybrid rice created by Professor Yuan Longping at the Provincial Institute of Agricultural Sciences in Fujian in 1981, who is now eighty years old and has contributed greatly to defeating hunger in the country.

China, land of hope and harmony

After the first room, visitors accessed the "Land" section, a large area covered by 20,000 led lights designed to reproduce the most beautiful Chinese landscapes

when lit and to represent the love for nature and an invitation to lead a more sustainable lifestyle. The visit to the Pavilion ended with the theatre, where visitors could watch the short entitled "Union", the story of a Chinese family that meets up to celebrate Chinese New Year together, celebrating the value of the family as a fundamental core element of society. At the end of the film, a traditional dance crew performed in a typical dance of the Hani ethnic minority. At the rear of the building, visitors could taste many of the most famous Chinese special dishes in the restaurant of the Pavilion.



COLOMBIA

Five Levels of Biodiversity

In Colombia, the natural resources that feed its biodiversity are not distributed across latitudes, but rather, altitudes. This was the key rationale behind the pavilion's 'pisos termicos', the thermal levels that formed the theme of Colombia's space.

The tour began with a flight of stairs, culminating with entry into the first room. Here you found a table in the shape of Colombia and could view a video on the geological origins of the country, seeing the meeting point between three mountain ranges and two seas.

Colombia is second in the world in terms of biodiversity per square kilometer, being home to over 50,000 species of flora and fauna. It is characterized by five climatic zones, which are explained in the different spaces of the Pavilion. At the entrance of each module, there was a panel featuring Colombian celebrities representing the worlds of arts, sports and

Theme: Naturally Sustainable

Size: 1,907 sqm

culture, who were born in that climate zone.

A floral kaleidoscope

In the exhibition space for the hot weather zone (below 1,000 meters), a video wall portrayed the zone's characteristics. An area of 900,000 square kilometers, it represents 80% of the mainland and the islands of Colombia.

In the next room there are three areas, representing the temperate climate, the cold zone and the paramo (alpine tundra ecosystems). The temperate zone was characterized by coffee plantations. This was also where the banana plantations that inspired Gabriel Garcia Marquez' *Hundred Years of Solitude*, winner of the Nobel Prize for Literature, are found. In the cold zone, the temperature dropped to 15° Celsius, and the visitor could view videos detailing the characteristics of this climate.

The Paramo guards the world's water

The visitor continued on its upward path through the thermal plains of Colombia, reaching the alpine

tundra ecosystems, where the most important water sources in the country are located. Here the temperature dropped to 10° Celsius and re-created a scenario that paid homage to water, whose movement was created with the use of sound waves coming from a loudspeaker. In the last room you could reach more than 5,000 meters above sea level. The trip ended on the highest peak of Colombia, the Cristobal Colon peak, the highest mountain in the world located by the sea, with a temperature of about 0° Celsius; Here, visitors had the experience of being on a mountaintop in Colombia.

From this peak visitors then descended. The video projects images of the areas visited, much like an elevator traveling down through Colombia's diverse altitude zones. At the bottom of the stairs was the final and in many ways most exciting room. Here we found an auditorium with a music video transmitting a melody composed by Carlo Vives, performed by artists from each of the five pisos termicos.



CZECH REPUBLIC

Nature, innovation, tourism and art... all in harmony beneath the same roof.

The first thing that greeted visitors on entering the Czech Republic's Pavilion was a large sculpture, half machine and half bird. The meaning? It's a symbol of the country's ability to combine nature with technology. However, the sculpture had a functional purpose too: it also contained various nanotechnology devices which served to purify the water of the fountain beneath it.

The ground floor consisted of a partly open-air zone with refreshment service, a beer bar by a swimming pool, and a theater. The first floor was reached via a flight of stairs, at the base of which visitors were supplied with a Czech Republic 'passport', that was a leaflet illustrating the country's most beautiful features. The exhibition area above opened with The Laboratory of Silence, which recreated the microclimate of a Czech forest. Thanks to multimedia

systems connecting microscopes to screens, visitors could explore the characteristics of the forest's vegetation.

A virtual selfie journey

This was followed by a space called The Land of Stories and Imagination, which were renewed every two weeks, and showed the best tourist attractions of the Czech Republic. In this room, an interactive table with a touch screen in the form of a map of the country made it possible to access information on single regions, in short texts, photos or video. Thanks to giant landscape photos hung from the ceiling, visitors could take selfies with the most beautiful places in the Czech Republic in the background, as though they had really been to the country.

The floor above houses an art exhibition, preceded on the stairs by a Maxim Velosky installation consisting of suspended strands of glass fiber. On the one hand these fibers represented digital technology, and on the other they indirectly evoked elements in

Theme: Laboratory of Life

Size: 1,362 sqm

Awards: Bronze in Architecture and Landscape

nature, like reeds or grain moved by the wind. The exhibition space, named The Laboratory of Life, contained various other installations connected with the theme of technological innovation. The third floor had a restaurant with a large terrace.



ECUADOR

The Country with the Greatest Amount of Biodiversity per Square Meter Shows the World its Wonders

It was impossible not to notice it. The colorful Ecuador Pavilion, decorated with 40,000 shining chains that recall the traditional fabrics of the Andean craftswomen, immediately conveyed a sense of joy, the same kind of joy communicated by the Ecuadorian philosophy of "Buen Vivir" or "Sumak Kawsay" (in the Quechua language). Inside, on the first floor, an immersive museum layout enabled visitors to discover the South American Country's unique landscapes and products. The visit began on the ground floor: one wall displayed examples of the various types of food products cultivated in the Country which, thanks to the particularly favorable climate enjoyed by Ecuador, were available at different altitudes all year round: wheat, coffee, cocoa, bananas, broccoli, strawberries. Gradually reaching the more extreme altitudes, we came across apples,

Theme: Journey to the Center of Life

Size: 747 sqm

corn, potatoes and typical crops of the South American territory, such as the uchuva (also known as the Peruvian ground cherry).

The coastal region, the Galapagos, the Andes and the Amazon. Four regions with incredible biodiversity

There were five videos present on the first floor and these illustrated in great detail the four geographic and climatic regions into which the Country is divided. The coastal region, characterized by its tropical climate, is famous for its banana production (for which Ecuador is the top exporter to Europe), its shrimp (the country is the top exporter in the world) and tuna fishing (where Ecuador is the top exporter to Europe). The famous archipelago of the Galapagos, a UNESCO World Heritage Site since 1976, is the location that makes the Country one of the most beautiful in the world. It is easy to see why: no less than 24 species of animals found nowhere else in the world make their home on these 13 islands with volcanic origins, including sea turtles, sea lions, penguins, iguanas and the

blue-footed boobie bird, a unique species from the Galapagos islands, which was chosen as the mascot of the Pavilion.

The 2008 Constitution ensures that the rights of nature are protected

The Andean areas are characterized by a colder climate but also by a very fertile soil where various species of fruit, legumes and vegetables are grown. One of the most famous crops is undoubtedly the Ecuadorian rose, distinguished by the height of its stem and the intensity of its scent which makes it unique in the world. The eastern part of the Country is covered by the Amazon forest, the Planet's lung, characterized by its humid climate and the cultivation of an extremely high quality of cocoa that is exported all over the world. No less than 18 indigenous communities live here, 14 of which speak their own specific language. The importance that Ecuador attributes to protecting nature can be seen if we consider that the Country was the first in the world to include the rights of the environment in its Constitution in 2008. The fifth and last video summed up for visitors the magnificent treasures present in the Country and its technological innovations.

Ecuadorian hand-made products on the ground floor

The visit to the Pavilion ended on the ground floor, with an area dedicated to restaurants and shopping. In the store, visitors could buy the best hand-made Ecuadorian products, including the famous straw hat commonly known as a "Panama" or "Montecristi hat", made with a complex weaving technique which has even been added to the World Heritage list, while in the restaurant, which was managed by a social cooperative of Ecuadorian women, visitors could taste several of the Country's typical specialties, including shrimp ceviche, empanadas and delicious quinoa and cheese patties.



ESTONIA

Ride a bike to Tallin, Relax in a Forest, Go for a Ride on a Swing: all this and more under one roof

Simple, sustainable, ingenious: the Estonia Pavilion reflected the character of its young people. The wooden structure was a succession of box-shaped spaces, alternating with open spaces, each of which contained two swings. Estonia is in fact the country that invented the Kiik swings (there is also a tandem version), used for athletic competitions, and pavilion visitors could test them out at Expo Milano 2015. The energy the swings produce was also measured, for every five swings, the system transferred the energy to the cell phone chargers which were also available for visitors.

Rye bread, a symbol of the country

The centerpiece of the exhibition could be found on the upper levels, where typical Estonian food specialties were available. During the last few years, Estonian cuisine has been interpreted by the chef Peeter Pihel, whose dishes were displayed

Theme: Gallery of Estonia

Size: 1,010 sqm

Awards: Bronze in Exhibition Design

within the pavilion. In another box space we had the food that is the symbol of Estonian cuisine: rye bread. This particular grain, which accounts for just 1.5% of grain grown globally, is the most widely used by local bakers. Following this, guests could enter a box that reproduced the atmosphere of a birch forest. Thanks to the mirrors placed on the bottom, you could create an imaginative selfie.

Bike rides and choral singing: two Estonian passions.

The other boxes that composed the Pavilion were dedicated to the culture of the country: one offered views of the capital Tallinn (the images were renewed periodically alternating among different points of interest). Another showed a sport that has gained many followers in Estonia in recent years: cycling. It was possible to ride a bike through the capital of Estonia. Visitors could pedal a bike placed in front of a screen with a film showing the streets of the capital that was played back at a speed corresponding to how fast the rider was pedaling.

Another interactive game told the story of Estonia: by turning a grindstone, the video projected successive images of artifacts used in different eras. Another box reminded visitors of the importance of music in the nation's culture: the screen on the wall provided four tutorials for learning the steps of polka dances, and photos of the three-day Festival of dance and choral singing, which is held every five years with the participation of 40,000 artists.

A fully digital country

The last box was dedicated to modern Estonia, which is almost entirely digital. In this young country, digital signatures are used, saving tons of paper each year. In a large central space, there was a piano and a box that played various genres of Estonian artists. One final space contained a background perfect for a selfie. On the top floor, Estonia welcomed visitors with the songs of birds. The recordings were controlled via motion sensors, and the singing became more intense depending on the number of visitors. The nature theme continued with footage of animals found in Estonia.



FRANCE

The Sinuous Path of Sustainability

Market, barn and wine cellar, cathedral and hive... the French Pavilion in Expo Milano 2015 was all these things, thanks to its imaginative structure, evoking first and foremost the Halles, the traditional covered markets spread all over France. The Pavilion (official name "Canopée") was made entirely of French wood – spruce on the inside, larch on the outside – used to create complex geometries full of varying curves and counter-curves which exalted the capacity of wood to achieve unusual lines. Immediately on entering, the visitor was greeted by an outdoor farm-type garden, one of the largest in the entire Universal Exposition, articulated in 16 different compartments according to plant-type (details available on a dedicated app).

The garden was not only a matter of pleasurable aesthetic effect, it was intended to illustrate agricultural challenges and represented France's different crops and geographical

Theme: Different Ways of Producing and Providing Food

Size: 3,592 sqm

Awards: Gold in Architecture and Landscape; Leader in Food and Beverage

areas. Developed in close coordination with the Pavilion's architectonic concept, the garden was designed to complement its impact, while the visitor, crossing the garden, encountered a quite different landscape according to the seasons which, from May to October, became expressions of Spring, Summer and Autumn.

An upside-down hill with 'vaults of abundance'

At this point, you entered the hexagonally-shaped covered building. In this huge wood-structured "market", you were immersed in an upside-down world: the beams sustaining the "inhabited roof" created a highly unusual and varied vaulted effect where – unlike a traditional covered market where the products were displayed on stalls on the ground – the 'produce' was spectacularly suspended from the ceiling, in the 'vaults of abundance'. Each vault displayed different elements, some real some digital... regional gastronomic specialties, scientific and biotechnology research, agro-ecology projects,

new farming technology, genetic innovations, life chemistry, and flora. Thanks to an air-flow system and the thermal draft created by the central skylight, this "market-landscape" was naturally ventilated and cooled, making it a sustainable building.

Food and beverages... vive la différence!

France's legendary gastronomic culture made it easy to offer visitors a stunning range of possibilities. The Café des Chefs, for example, proposed the creative verve of numerous prestigious chefs, all winners of the Bocuse d'Or, who took it in turns to prepare special versions of typical regional dishes. The Brasserie's menu offered the great classics of French cuisine, with dishes that vary from month to month according to seasonal markets, regions and creative caprice.

The bakery continuously prepared a special baguette, created especially for Expo Milano 2015: the French Pavilion Baguette was a "limited edition", using all the classic ingredients but with an original "grigne". Finally, there was also the option of the Peugeot Food Truck, featuring demonstrations and tastings expressing the best of contemporary urban global food.



GERMANY

Where Awareness is Raised and Transformed into Action

An experience designed to raise the visitor's awareness and call him or her to take action. The Germany Pavilion aimed to do both: indeed the theme of Germany's participation in the Universal Exhibition was Field of Ideas, but the motto of the Pavilion was Bee Active, a play on words that invited visitors to be as busy as bees. And the fields in Germany must be truly lush with ideas: indeed, the exhibition itinerary made use of all its architectural elements to get its message across. Starting from the staircase leading visitors up to the terrace, made of steps of different kinds of wood (all from Germany), which resembled cultivated fields when viewed from above. This landscape was home to stylized plants, "seedlings of ideas" that rose from the exhibition spaced up to the exterior surface, opening out on to a large roof of textile foliage. These leaves hosted ultra-light photovoltaic panels. The terrace was complete with exhibitions on the characteristics of

Theme: Fields of Ideas

Size: 4,933 sqm

Awards: Gold in Theme Development

the 16 Länder of the federation.

SeedBoards and ambassadors, the essential tool and travelling companions

The exhibition layout effectively began when the visitor walked around the exterior facade of the building. Each visitor received a SeedBoard, on which texts, images, films and games could be projected.

In the Pre-Show, the Visitor met a number of German citizens who work in the field of sustainable agriculture, and here presented their projects as ambassadors of the various areas of the itinerary: water, soil, climate and biodiversity.

A blue area hosted various stands featuring German ideas and projects related to water. In the part dedicated to the earth, a number of displays and interactive exhibition installations transmitted information about practical designs for managing the land. In the next area, the lines of a weather map guided the visitor through the world of isobars, high and low pressure, and warm and cold fronts. Here a series of innovative solutions were presented, combining

the protection of the climate, sustainable procurement, energy and power supply solutions, such as the agro-photovoltaic system, and the combined use of surfaces for energy and agriculture. In conclusion, an archive illustrated the full range of forms of life and the elements that make up the world of plants.

Visitors could scour stylized objects in the form of different species of seeds. These objects presented designs and ideas that favor the conservation and promotion of biodiversity, including the Gene Bank in Gatersleben, one of the largest in the world for crop plants.

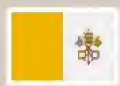
The impact of our daily decisions is fundamental

In the area dedicated to food, the focus was on how this can be managed sensibly and on the effects of the decisions we all make on a day-to-day basis. Here the attention was particularly focused on the impact of our daily choices. A fake mountain of garbage attempted to raise visitors' awareness about the problems caused by waste and displays ideas and solutions to avoid generating it. In the itinerary that led to the floor above, the natural climate and greenery of nature welcomed visitors in, and invited to lose themselves in the "Garden of ideas". The table in the middle of the area gave them a glimpse of German cuisine and illustrated the value of eating together with a selection of school projects and initiatives by social society.

A show that is a direct call to action

Finally, the visitor gained access to the show. Here, he could see the world through the eyes of two bees, with whom he embarked upon a journey over Germany. The whole experience was led by two artists, known as "BeeJ": with their hands, voices and SeedBoards, the visitors became an orchestra and recreated the fascinating sounds of nature. With its inviting picnic areas and the regional specialties on offer, the Germany Pavilion encouraged visitors to have fun and relax, just as they would in a public park.

The Pavilion also offered a family restaurant with a more informal feel, and the German restaurant Simphonie, with gourmet delicacies.



HOLY SEE

A Pause for those who wish to Feed their Souls

The refreshments offered in the Holy See Pavilion were above all directed at the visitor's spirit. Two biblical phrases synthesized its message: "Man shall not live by bread alone" and "Give us this day our daily bread". These quotes were written large in 13 languages on the Pavilion's exterior, to remind visitors from all over the world that while our bodies need one kind of nourishment, our souls need another.

Arts welcomed the visitors

Having passed the yellow curtain at the entrance to the exposition area, which was all condensed into a single room, the visitor was immediately nourished by the artistic beauty of its contents. Indeed, two artistic masterpieces were hung on the opposite wall: for the first three months of the Exposition, the wall was decorated with the original canvas of the Last Supper by Tintoretto, brought to the Pavilion for Expo Milano 2015

Theme: Not by Bread Alone. At the Lord's Table with all Mankind

Size: 747 sqm

Awards: Gold in Theme Development

from the Church of San Trovaso in Venice, while for the last three months the protagonist was a tapestry by Pieter Paul Rubens, portraying the institution of the Eucharist, from the Diocesan Museum of Ancona. The exhibition layout included, along the left-hand wall, a photography display which depicted the imbalances, the drama of migrations and wars, the problems of pollution and hunger, the possibility of creating a different economy and a way of handling international relations based on recognising the need for communion and solidarity. Each photo was accompanied by quotes by Pope Francis.

A long multimedia table with a thousand faces

The heart of the visit was the enormous table at the center of the space, with a multimedia tabletop showing images of many contexts from everyday life involving the use of a table: as a focus for family togetherness, an altar, a table for free meals for the poor, a kitchen table, a craft work table,

an operating table in hospital, a monastery canteen. As the visitor neared the exit, a large video wall showed three short narrative videos. The first featured a fast-forward mode view of the itinerary just completed, showing the people and key images already seen. The second video ordered and presented the results of interactive aspects. The third showed the works of solidarity and charity which the Catholic Church carried out across the world in the field of food and nutrition. Brief slides explained the various projects, suggesting that the visitor subsequently found out more about at least one of these initiatives, and that they supported it through a charitable gesture.



HUNGARY

The Garden of Life Plays Hosts to Cultural Events

It was difficult to resist the intense scent of cinnamon emanating from the Hungary Pavilion, where a typical cake of Hungarian tradition, the **kürtöskalács** tantalized visitors and welcomed them into a large garden that hosted "Life". The building was in fact named "**The Garden of Life**", conceived by Sándor Sárkány, and was laid out over three floors, including symbolic elements related to organic architecture. The front and rear ends of the building had a circular form and resembled that of a giant shamanistic tambourine, while the part in the center was inspired by Noah's Ark.

Shamanistic drums opened and closed the Pavilion layout

The shamanistic drums present at the entrance and exit accompanied visitors and symbolized a mystical relationship with nature: shamans are mediators with the spiritual world. The face of the drum bore the ancient, universal symbols of the **tree of life**, inside which can be found

precious Hungarian water flowing and the **paprika bird** which underlined the importance of this ingredient, cultivated in Hungary and exported abroad.

Hungary told its story inside the drum

Heir to a sophisticated water culture, Hungary is famous for its many **thermal springs and water sources** which make it one of a kind in Europe. In the drum at the entrance there was a mountain on the right, while the left-hand side was dedicated to the Country's tourist attractions: several interactive monitors introduced us to the most beautiful spas in Hungary. Looking up, we could note several artistic objects donated for the Event by various Hungarian artists.

Crafts and culture in Noah's Ark

Entering the central part of the Pavilion, we found ourselves in a sort of **Noah's Ark**: a concave structure that preserved and described Hungarian culture and its many different artistic expressions, with concerts of classical and other types of music, dances, especially folk dances and contemporary art exhibitions. On the left, various stands displayed local Hungarian products and on the wall, Hungarian life was depicted in several period photographs; instead, on the top right part several photographs dedicated to the theme of water

Theme: From The Purest Sources

Size: 1,910 sqm

could be seen. Visitors could also admire the **Zsolnoy vase**, created for the Universal Exposition in Milan in 1906, the only object that survived the terrible fire which destroyed the Hungarian Pavilion. Paprika plants dangled in orderly rows all along the ceiling, bringing a splash of color to the Pavilion.

The Bogányi piano, the Pavilion's main attraction

The wonderful **Bogányi** concert piano is an emblem of Hungarian culture and it was the main attraction of the Pavilion. It takes its name from the world famous Hungarian pianist Gergely Bogányi who made it together with his workers (it took seven long years of hard work!), and who stopped by the Pavilion to play it every so often. Its exterior is very particular, while the case, made of carbon fiber, produces a very powerful sound. Finally, the small stage present in the final part of the ark was used for folk music events and performances.

The hall of the drums, a link between land and sky

Along with paprika, Hungary exports acacia honey. The shop on the first floor sold this honey, along with other Hungarian products, including the Rubik's cube, the famous puzzle invented in 1974 by Ernő Rubik, Hungarian sculptor and professor of architecture. The second floor of the Pavilion, opened to a beautiful outdoor terrace, which was the essence of the garden of life, because it was the part closest to the sky. But before enjoying the view, it was worth checking out the most suggestive room of the Pavilion, that of the shamanic drums where paprika plants hung from the ceiling and water fell from above, beating on drums and then onto the floor covered with wheat, providing water needed for it to grow and symbolizing the continuity between the sky and the earth and the perpetuation of life.



INDONESIA

A Journey Among Natural Beauty and Virtual Reality

The **Indonesian Pavilion** represented a typical Indonesian home, and just like a home, everyone entering was met with a smile. As the visitor passed a screen covered with photos of smiling women and children, the whole interior was revealed, inviting discovery of all the riches it contained. The walls of the Pavilion were covered by a series of panels illustrating various aspects of the country, such as its massive biodiversity and its active policies focused on food security and sustainability. Another important peculiarity of the country is its situation in an eco-region called "The Coral Triangle", featuring a phenomenal marine biodiversity too. On this subject, the Pavilion displayed a traditional fishermen's trap, called Bubu, made of wicker or bamboo and vividly evoking the traditional fishing skills of Indonesia. **The Goddess Dewi Sri at the center of the space, a beloved symbol of**

Theme: The stage of the world
Size: 1,175 sqm

fertility

To emphasize her importance in Indonesia, a fine statue of the Goddess Dewi Sri stood in the center of the Pavilion: a Princess worshipped by Indonesians as the Goddess of Rice and of Fertility. In the eastern part of the Pavilion visitors could admire the famous and ancient Indonesian puppets called **Wayang** and the **Loro Bonyo**, a married couple revered by the population and ever-present in homes as a symbol of good luck. At the far end of the space, visitors had the possibility to undertake a fantastic virtual experience wearing special visual devices which sent them flying over the wonders of the Indonesian landscape as though on board a helicopter. The Pavilion also contained a restaurant where local culinary specialties were served, from chicken curry to rice with coconut milk or spiced aubergine. Outside the main entrance to the Pavilion stood a statue of a Javan rhinoceros, a rare and extremely important member of the Rhinoceros family. At the end of

Expo Milano 2015, this sculpture was meant to be donated to the Vatican Museum, as a way of satisfying the desire of King Manuel I of Portugal, who in 1515 shipped an exemplar to Pope Leo X. Unfortunately, the Pope never received the gift, because the animal died in a shipwreck.



IRAN

Visitors are accepted in a lush garden, expression the majesty of Persian antique culture

"Global *Sofreh*, Iranian Culture." A carpet laden, overflowing with every delight, whether for the eyes or for the palate. This striking image inspired the concept for the Iran Pavilion, which took its cue from the traditional *sofreh*, traditional fabric where the courses are set during important banquets and where, metaphorically, the riches of the country were on display for visitors.

A cool, green paradise

The entrance to the pavilion coincided with the entrance to the large gardens where plants grown in Iran – grapevines, barberries, pomegranates, date palms – have been arranged, before you climb to the area dedicated to medicinal plants like valerian and herbal ones like sage and rosemary. As the visit continued, one notices a pleasant freshness. The air began to cool due to a large spiral structure in the center of the room that used

Theme: Global Sofreh, Iranian Culture

Size: 1,910 sqm

Awards: Silver in Exhibition Design

a special system to provide a nice sensation of chilling, lowering the ambient temperature.

Here and there, among the numerous plants set out in areas representing the country's seven climate zones, some of the most famous foods were displayed: pistachios (Iran produces 46 percent of the pistachios in the world), caviar (47 percent of global production is, in fact, Iranian), barberries (an acidic berry used often in cooking), saffron (97 percent of the planet's harvest of this spice comes from Iran), dates (the second largest global producer is Iran), pomegranates (30 percent of the world's harvest of these fruits are in Iran), basmati rice, almonds and walnuts. Other foods emblematic of Iranian cuisine are saffron-flavoured sugar crystals used to sweeten tea, hazelnuts, figs and typical sweets: delicious little pastries with dried fruits, rosewater, honey and saffron.

Faith, a fundamental aspect of Iranian culture

The floor of the pavilion was

blanketed in glowing blue LEDs to represent the water that flows copiously in the famous Persian gardens, while the ceiling of the structure was covered with mirrors that show exciting plays of light, especially in the evening. On a table amongst the displays reigned a copy of the Koran positioned by a finely decorated mirror with two candles on the sides. This last item symbolizes Zoroastrianism, which held that light is a way to connect with God. It is no coincidence that, inside the pavilion, two important religious symbols were displayed. This underlined the importance that the spiritual dimension has for the Iranian people who, for millennia, have observed not just Islam but other religions. Many Armenian Christians, Jews, Zoroastrians, Shiite Muslims and Sunni minorities live in that country.

Discovering the cultural roots of ancient Persia

The right-hand side wall of the pavilion was covered with screens that project shots of characteristic Iranian countryside to celebrate its biodiversity. On the left, busts of ancient poets, doctors and philosophers were prominent for their historical distinction for their wisdom and their arts: **Sadi Shirazi**, **Omar Khayyam**, mathematician **Nasir al Bin al Tusi**, who invented trigonometry, and **Avicenna**, the world-renowned philosopher. On the ground level, the Iran Pavilion hosted a restaurant that offered visitors a chance to taste some wonderful local dishes. Near to the restaurant there was a space with various stands where visitors could buy products made in Iran. Along the wall hung conceptual works created by a group of Iranian graphic artists who distinguished themselves in a contest centered on the theme for Expo Milano 2015.



IRELAND

Green at the heart of it all

The key message which Ireland wished to transmit to visitors was: "continuous improvement". The entire Irish farming sector, for instance, has voluntarily submitted itself to a program of continuous verification of sustainability parameters by external verification bodies: each farm is checked every 18 months on traceability, quality commitment, food security, water use (even though Ireland has the lowest water stress score in the world), animal welfare and grazing management. 90,000 carbon footprint tests alone are carried out per year. This was the heart of the Origin Green program, which was also the title chosen for the country's participation in Expo Milano 2015. This project's aim was to make Ireland a world leader in the sustainable production of food and beverages.

A message channeled through emotion

In the Irish Pavilion, all this was communicated through emotion,

Theme: Working with Nature

Size: 1,175 sqm

Awards: Bronze in Theme Development

via graphics and video material on numerous panels. These explained, for example, that 80 percent of Ireland's cultivatable land is used for grazing: double the European average. And that 90 percent of the diet of livestock raised in Ireland consists of grass. Ireland's cows graze in the open air for 300 days a year, and this explains why many Michelin-star chefs prefer to use Irish beef. And also, for instance, that Ireland's fields were surrounded by a total of 300,000 km of hedges, constituting a massive natural carbon reserve and an optimal habitat for both flora and fauna.

The "Faces of Food": witnesses to a concept in operation

The visitors' itinerary unfolded on a single level (the first and second floors were devoted to encounters and events). "The Faces of Food" acted as indirect guides to the tour: vivid photos of farmers, country people and workers in the food and beverages sector. Special 4D glasses were available to make the magnificent Irish landscape experience even more immersive.



ISRAEL

Moran Atias Presents Her Country, a Granary of Knowledge For the Entire Planet

The Pavilion of Israel definitely deserved credit for condensing the contents of its theme for Expo Milano 2015 – Fields of Tomorrow – into a simple, accessible layout. The fields of tomorrow were strikingly visible from the outside of the Pavilion, which presented a vertical field, or a wall cultivated with wheat, rice and corn using an irrigation system with a low environmental impact, typical of the most advanced Israeli agricultural technology. The vertical garden – which thus became an essential part of the structure – complied with bio-architectural regulations and was made of 100 percent recycled materials, meeting the Gold LEED international certification standard. The Israeli-patented irrigation system saved water consumption and also reduced the emission of pollutants. The idea of this structure with its strong visual impact was to be able to reach even those visitors

Theme: The Fields of Tomorrow

Size: 2,369 sqm

Awards: Special mention for Design and Materials

who did not enter the exhibition space.

Israeli innovation knows no bounds

The second space contained a LED wall that created sculptures representing the best of agricultural technology, which moved inside the room above visitors' heads. Here, suspended circular screens presented Israel's contribution to international agricultural innovation, for example, in the cultivation of higher quality wheat for Italian pasta, automatic milking methods in Asia and innovative solutions in Australia.

Two rooms presented the agricultural innovation of yesterday and today

The exhibition path – guided by Israeli actress Moran Atias – presented Israel as a "granary of knowledge" that can provide avant-garde agricultural solutions to share with the world. The visitors' waiting room was an integral part of the visiting experience; an actor introduced the themes of the space through a dialogue with the Israeli actress, who was not there in person, but on a

screen. The exhibition path was divided into two rooms. The first space presented Israeli agriculture through an immersive multi-sensorial experience of wall videos with 3D footage. Moran Atias introduced other members of her family, farmers or researchers, who explained how in less than 70 years, the young nation of Israel has managed to transform an arid land into a flourishing garden, thanks to its innovative methods. Today, solutions such as drip irrigation or innovative products like the cherry tomato are widespread all over the world.

To conclude the visit, a nice outdoor picnic.

The Pavilion included also a store with gadgets and cards from Israel and the Holy Land. The Pavilion's restaurant offered typical Israeli dishes: two kinds of hummus, falafel, different types of majadara and salads or tabbouleh with pita. All strictly kosher. The theme running through the restaurant space was the "Israeli picnic." Wooden tables were located in open spaces and diners could see wicker baskets hanging on the walls or resting on shelves.



JAPAN

Here we feed on ideas for the future

There is no doubt that the **Expo Milano 2015** visitors were satisfied with the **Japanese Pavilion**. In fact, the Land of the Rising Sun has condensed all the imaginative capacity of this secular culture in the exhibition area. Moreover, the pavilion has attracted over 200,000 visitors so far.

Immersed in harmonious diversity
The participation theme was "**Harmonious diversity**" and intended to convey the gratitude for the natural riches and the love of nature typical of the country's culinary traditions. The focus of the visit was the virtual meal at the end of the exhibition tour: the great theater was in fact a restaurant with tables and seating for the guests. The orders appeared on the table in the shape of an interactive video: touching the food with chopsticks, we could learn more about Japanese cuisine. An actual restaurant of the future!

The beginning of the trail is the Aioi
In the first room, which was a

Theme: Harmonious Diversity
Size: 4,170 sqm
Awards: Gold in Exhibition Design

kind of prologue to the exhibition, the co-existence between man and nature was represented by calligraphic works and paintings. On a central video screen, there was a fascinating movie (with a shadow effect) about the Aioi, namely the natural harmony and its disruption by man. The first room showed the production areas at the basis of Japanese staple foods, primarily rice: rice fields with storks flying above is, indeed, one of the symbols of **Japan**. All this in a half-lit room in which we moved through oval-shaped plates hooked to the floor like flowers. Rural landscapes in the four seasons were projected on the walls, made with a half-reflecting mirror, using a brand-new projection mapping technology.

The Waterfall of diversity: technology back in the forefront
We moved along a corridor reproducing seasonal sounds and smells where pressed flowers were displayed. These evocative spaces gave way to the most advanced technology with the "Waterfall of diversity": an installation consisting

of a central column surrounded by a table. The entire surface was a video screen that projects images of food. After downloading the app, it was possible to place the smartphone in specific slots and drag the food to your plate. The photos were stored on the device along with information on the chosen food. The next room was amazing because it condensed, on one wall, a reproduction of all the typical products of Japanese food culture.

From global challenges to the solutions of the Rising Sun

The focus then moved into innovation: two animated mascots, **Morizo** and **Chiccolo**, explained the Planet's food challenges to a robot in an easy language. Touching one of the four special globes on the sides of the room, it was possible to discover the solutions to the various problems that Japan has proposed on a global scale. The rich exhibition of the **Pavilion** could not forget the excellence of the production of dishes, ceramics and homeware art achieved in Japan: a big laid table conveyed the Cool Japan Dining concept. Before entering the live performance room, visitors were entertained by videos on new technologies and on the excellences of Japan.

Two restaurants were placed at the exit of the exhibition area. Four stations with automated payment offered Japanese curry, riceburgers, tempura and kobe beef, while – for those who wanted to enjoy a special meal – the **Minokichi restaurant** offered four traditional Japanese cuisine menus.



KAZAKHSTAN

A Virtual Trip to Astana Before the Real One in 2017

It cannot be said that Kazakhstan did not make a good effort to arouse our curiosity in view of the International Exposition in Astana 2017. The country's pavilion at Expo Milano 2015 was an engaging course of emotions, creativity, and innovative content. From the outside, visitors were entertained by cultural performances that differ every day. The creators tried to avoid the text panels that are typical of expositions, replacing them instead with interactive content and displays, divided into six areas (and 15 rotundas) to set forth its themes: agriculture, livestock, Kazakhstan's natural wonders, ecology, aquaculture, and sustainable agriculture. In the first room (the pre-show), a Kazakh artist introduced us to the country's history through the art of **sandpainting**.

Alexander Barayev, the father of modern architecture

The first rotunda was dedicated

Theme: The Land of Opportunities

Size: 2,396 sqm

Awards: Bronze in Theme Development

to the agronomy of **Alexander Barayev** and the results of his work. Alexander Barayev's "no till" methods to conserve the moisture in the soil made this Kazakh scientist one of the architects of modern agriculture. The center of the rotunda featured an original find: Alexander Barayev's desk with all of his tools. The second rotunda was devoted to livestock. Here the visitor could sample kumis, cultured mare's milk. In the third rotunda, the marvels of Kazakhstan were shown in videos and interactive technologies, including apples weighing up to 1 kilo, honey from the eastern part of Kazakhstan in the Altai region and the wild tulip.

The wheel of time on the Aral Sea and the tank of sturgeons

The fourth rotunda displayed the environment of the steppes of Kazakhstan, the largest dry steppes of the world. Unfortunately, this area has been the scene of an ecological disaster as the Aral Sea has shrunk. Here a wheel could be turned to show the area of the waters in various decades from 1970 to today,

when the construction of a dike allowed at least a small northern part to be saved.

In the fifth rotunda, devoted to aquaculture, the main attraction was the tank of Caspian sturgeons which produce the prized caviar. Today Beluga caviar is no longer sold in order to protect the valuable Beluga sturgeon. But Kazakhstan developed a method (shown in a video) called milking that allows the extraction of the sturgeon's eggs without killing the animal.

An interactive game to "beat" locusts

The sixth rotunda, all about the agriculture of the future, warned of the dangers posed by locusts, which threaten Kazakhstan's agricultural yields. In 2013, swarms of locusts devastated more than 2 million hectares of cultivated land. The Balkash Lake area, covered in cane thickets, is one of the largest reproduction habitats for locusts in Central Asia. Scientists have developed a monitoring system using drones to identify the hotbeds of locust reproduction, which often are just a square mile or two in size. This avoids the need for insecticide use on a large scale. This concept was expressed through an interactive video game in which the player must exterminate the locusts without damaging the crops.

The pavilion's showpiece is a 4D film

The real jewel of the pavilion concluded the exhibition: a room of "dynamic seats" that react to a 4D film. The film took the audience from outer space to the Kazakh steppes in a really thrilling way. Back on the ground level, visitors could see a model of the exposition area in Astana, already under construction, and sample Kazakh specialties in the restaurant.



KUWAIT

Through the Sand Dunes of the Desert on the Trail of a Proud Population that Appreciates the Value of Water

The charm of a mysterious desert that captivated visitors, revealing its treasures to them. This was the spell cast by Kuwait, a small Middle Eastern State that successfully meets the challenges intrinsic to an environment so apparently barren, told in a majestic Pavilion located on the Decumano between Germany and the United States.

At the entrance, almost like an implicit thanksgiving to **water**, there were two light-blue fountains decorated with mosaics like those commonly found in the streets of the country, whereas the structure of the Pavilion itself recalled the traditional Kuwaiti boats known as **Dhow**.

A cool waterfall that flowed from above welcomes the visitors who hurried to cross the threshold, this feature was also designed to honor water, the symbol of life which is so precious and most of all rare, at least

Theme: Challenge of Nature

Size: 2,790 sqm

in some areas of the Planet.

In the desert, where greenhouses live alongside oil wells

The visit to the Kuwait Pavilion was conceived as a journey designed to teach people about life in the desert and how the Kuwaitis had managed to make their land into a hospitable location rich in resources. The desert transformed itself before the visitors' eyes as they learned what Kuwait was like, walking through the rooms that project striking images in time-lapse on all four walls, giving them an opportunity to immerse themselves in a fascinating, albeit brief, virtual journey through the desert.

At the end of the second room, the visitors entered an immense bright area where a large model had been created. This reproduced the typical Kuwaiti environment, built by man and composed of **urban settlements, oil wells, refineries and fish farms**. All against the backdrop of the sea. In the glass walls, a vertical garden made with hundreds of hydroponic plants represented the Middle Eastern country's

commitment to the **development of agriculture**. On the ceiling there were traditional rugs with black, white and red geometric patterns that made the atmosphere feel warm and welcoming.

Strolling through the suk, among censers and scents

Continuing further on, visitors entered the suk, the typical market of Arab countries where the goods commonly found in Kuwait are on display: **censers, teapots, scents, musical instruments, the game of checkers – very popular among the fishermen – and elegant gold jewelry**. In the coffee room they could sip a fragrant mint tea accompanied by delicious honey cakes. On the screens hung on the walls, among the couches, a series of Kuwaiti citizens told their life stories in Italian, English and Arabic. In the restaurant they could try a true national specialty: machbus, a sort of rich, tasty couscous made with rice.



LITHUANIA

A Mixture of Tradition and Progress to Avoid becoming a Drop in the Ocean

The **Lithuania Pavilion** was composed of a series of walkways symbol of the passage from tradition to innovation. Laid out in two rooms, the first represented the traditional and historical part of Lithuania, and the second its modernity and development. The theme of equilibrium between past and present was also visible in the small square outdoors where the Country's logo recalled the colors of typical Lithuanian costumes, and therefore its tradition, while the modern style of the Pavilion reflected the nation's prospect for the future. The exposition began with a drop of water. Water is an element that no man can do without and a symbol of life and energy. The sculpture of the droplet therefore provided the very energy of the Pavilion, running along the walkways along side the visitors.

The room of tradition, plunging visitors deep into history, and not

Theme: Well of Knowledge:
Experienced Future

Size: 1,147 sqm

Awards: Leader in Special
Initiatives

only that of Lithuania

Entering the first room, a presentation in Italian and English presented the Country, specifying its position within the European continent and illustrating its territorial and administrative characteristics. Here we could already see that the Pavilion was decorated with mysterious symbols and ancient traditional ornaments that anthropologists are still trying to interpret. For now, all we know is that some represent flowers, others the sun, the cosmos, and the cycle of the year. In the first room, several videos displayed the beauty of the Lithuanian countryside, while a sphere in the center of the room symbolized a seed powered by the energy flows generated by the drop of water. The sphere was the main attraction in this part of the Pavilion and it was here that the visitor discovered the historical links of Lithuanian food with various Countries, including Italy, Spain, Greece and even the United States, shared through videos, information cards and interactive games. Behind

the seed, several show cases hosted a selection of artifacts from the most important museums of the capital, Vilnius, including the first fork which reached Lithuania from Italy.

To achieve progress, we need a seed that will germinate

A walkway took us to the second exhibition room, where the seed of tradition had generated a blossoming meadow which surrounded the visitor. An explosion of energy that revived the Country's traditions and traces its path to progress. There was an area available for tasting sessions and for the promotion of tourism with eight screens displaying the Lithuanian landscape and the developments in the field of research in the agro-food sector and the businesses of Lithuania. The final part of the pavilion offered an area dedicated to temporary exhibitions and a small store selling typical Lithuanian products, then the walkway continued onto the restaurant area outside the Pavilion, where events and artistic performances were held.



MALAYSIA

Towards a Sustainable Food Ecosystem

Malaysia's pavilion had the theme, "Towards a Sustainable Food Ecosystem". The theme highlighted Malaysia's transformation agenda of sustainability and inclusiveness by focusing on various efforts undertaken under the Economic Transformation Programme's National Key Economic Areas. One important theme was the dynamics between economic advancement and the preservation of the environment; and between biodiversity and commercial agriculture.

The pavilion spread over 2,047 square meters, took the shape of four seeds. The curves of the design and the weaving patterns on the structure reflected the versatility and dynamism of the nation. The design drew inspiration from the humble rainforest seed. The seed, a symbol of growth, signified a beginning of a journey, and the potential within. This seed was a metaphor for Malaysia's own economic

Theme: Towards a Sustainable Food Ecosystem

Size: 2,047 sqm

transformation from one based primarily on commodities and agriculture through export-oriented industrialization. The architectural design incorporated green and sustainable features in line with the sustainability theme of the Expo. The external structure of the seeds was constructed with "Glulam", an innovative structural timber made of local sustainable material. The choice of Glulam, combined with the structurally complex form of the pavilion in Expo Milano 2015 was a deliberate effort to showcase Malaysia's capabilities in both design and innovative materials. The Malaysia Pavilion reflected Malaysia's continuous journey to develop and mature into a nation that is underpinned by a system that drives the cycle of life, promotes sustainability and responsible utilization and consumption of natural resources.

The seed story

The Rainforest Seeds mark the beginning of the life cycle in the rainforest. Its dispersal by animals, insects, water, wind and rain ensures

that this humble seed generates and continues to build a vital ecosystem on which millions of people depend.

The Malaysia Pavilion provided a taste of the nation's efforts and achievements.

Like the rainforest itself, which is home to rich biodiversity, the Malaysia Pavilion symbolised Malaysia's diverse cultural heritage, reflected across a canvas of multi-ethnic sights, sounds, tastes and flavours as a tribute to the rich dynamism of the nation

SEED 1: "Our Home – For Now and the Future" (Diversity of Malaysia)

"Our Home" described a country where the balance between sustaining the environment, and the need for progress as well as modernity was placed in the hearts and minds of the visitor from the very beginning.

SEED 2: "Haven of Biodiversity" (Protect and Preserve)

The importance of preserving tropical rainforests and the rich Malaysian biodiversity so as to ensure a sustainable ecosystem for future generations.

SEED 3: "Seeds of Change" (Present and Future)

Amplified how the seeds of the Rainforest have changed the economy of this nation, and the livelihood of its people. The future of industries is powered by innovation. Cultivated forests and plantations provide the raw materials via R&D that has significantly powered the world. The world's consumption is balanced with sustainable efforts on our part.

SEED 4: "Colours of Malaysia" (Music, Arts & Culture)

The "Malaysia Truly Asia" spirit, the fun side of Malaysia experienced through its Food, Music, Culture, and Multi-ethnicity. There were cultural performances, traditional games, arts, live demonstrations, musical shows and education programmes.

Visitors were also able to savour a selection of Malaysian culinary delights at a dedicated F&B area. This created a memorable end to a beautiful and enlightening journey.



MEXICO

Many Works of Art From a Corn Cob

Drawing inspiration from a weaving of dried corn leaves, the Mexico Pavilion – designed by Francisco López Guerra – was easy to recognize from the outside because of its shape, reminiscent of the symbol of Mexican culinary culture. Corn, in fact, originated in this country and, since 2010, UNESCO has recognized it as an Intangible World Heritage of Humanity. The walls, shaped like dried corn leaves (*totomoxtle* in the Nahuátl language), made from a transparent fabric, filtered the natural sunlight to illuminate the space. At the entrance stood a large magnolia with a channel of water flowing from it which, along with the adjacent garden, recalled the *chinampas*, the artificial islands that the Toltecs created in lakes and that gave a boost to agricultural development. On tables around the magnolia, a bar served drinks along with *antojitos*, a typical Mexican street food.

Many works of art in a Pavilion

Theme: Food, Diversity and Heritage

Size: 1,910 sqm

Climbing the entrance ramp into the heart of the Pavilion, visitors found "Lluvia," a fountain with a waterfall fed by a circular stream of water created by visual artist Maria José de la Macorra. This was only the first of the many works of art that Mexico hosted in its Pavilion at Expo Milano 2015. The flowing water triggered the movement of necklaces representing corn kernels, while the sound was reminiscent of rain. The third floor contained a description in images of Mexico's biodiversity, through a virtual game of screens and colors, complemented by *Especies endémicas de México*, a work by Alejandro Pintado that immortalized a few native species of plants and animals.

On the next level up, a dialog took place between a work characteristic of Central American culture (a statue of Macuilxochitl, the prince of five flowers) and two obsidian sculptures by contemporary artists, while in the background two videos alternated: a tale of the creation and development of corn as the food

of life and spiritual energy and a collage of images on the theme of Mexican food identity taken from clips of classic films.

Wooden spoons and disturbing visions on the last floor

On the upper level, the room was dominated by an installation by Alejandro Machorro: 4,700 wooden spoons that covered the ceiling creating a musical frame for the two Trees of Life created by artisan masters from Metepec, and the painting *Árbol Nodriza*. Following this was a disturbing vision from *Chichihuacuauhco*, the Nahuátl myth of men who return to childhood by eating the fruit of a holy tree. There was also a space that provided six of the 32 Mexican federal states – a month dedicated to each – with displays and temporary installations dedicated to the specialties of their areas. In the back of the room, in a virtual, interactive gastronomic set, Mexican chefs guided the visitors through a discovery of the recipes and ingredients that made Mexican cooking famous throughout the world. The second to last ramp, surrounded by cactuses and *reguiletes* (colorful weathervanes), led to the terrace. Beyond a wide garden of native plants, the visitor could enjoy a dinner at the restaurant "Besame mucho," which offered Mexican cuisine revisited by the country's best cooks.



MOLDOVA

Where the Stars Guide You to Traditions

Moldova was participating in Expo Milano 2015 with a simple pavilion that was highly representative of the characteristics that distinguished the country's economy and the strength of its people. The project, designed by architect **Eugeniu Prodan** of the Gorgona studio in Tighina, expressed the theme of Expo Milano 2015 by offering a building that brought to mind a peeled apple, a fruit that symbolizes the beginning of life and life itself.

Let the stars guide you to a discovery of ancient traditions

When a visitor entered the Moldova Pavilion, the journey was shaped by three concepts: constellations, the solar flower and the energy of the Moldovan people. In the first room, the welcome room, two screens told the story of this country as the first constellation shined on the walls of the pavilion. The constellation was an invention of the artist **Pavel Braila**, who transformed fundamental moments

Theme: Shine the Light – Energy of Sun, Energy of Earth, Food for People

Size: 747 sqm

and symbols of Moldovan culture into shining points and lines to form a constellation to attract a visitor's interest to the most ancient traditions of Moldova. If, in ancient times, visitors used the position of the stars to orient themselves and discover new worlds, a visit to the Moldova Pavilion was guided in the same way by the discovery of the beauties and culture of this Eastern European country. A bride, a farmer, a bunch of grapes, cheese, a stork – each constellation symbolizes a basic element of the nation.

Solar energy, the force of the past and the future

The solar flower shined through the metal and glass shell of the Moldova Pavilion, releasing with its rays, the energy so important to the country's economy. Moldova is an agricultural country, and for decades grape growing has been the main source of sustenance and work for the Moldovan population. Because of this, solar energy was celebrated in each of the thousand dots of light reflected by the solar flower. In the main room, the visitor came

in contact with the third concept of the pavilion: the welcoming Moldovan culture. Here, in addition to paintings by **Vasile Botnaru** done with wine and coffee, visitors were swept away by the beauty of the Joc, the traditional Moldovan dance brought to life by **Pavel Braila** and projected on the largest walls of the pavilion. To conclude the visit, nothing could have been more appropriate than some typical food of this country, even better if it was sampled in the shade of the Moldova Pavilion's garden.



MONACO

Concreteness, Solidarity and Taste

In the Pavilion of the Principality of Monaco at Expo Milano 2015, nothing was left to coincidence: instead every single element was conceived with a view to dismantling stereotypes, raising awareness and most of all proposing solutions. Made with 70 % recyclable materials and covered 50 % with plants, the area combined some very different elements to generate brand new points of view in response to the challenge of sustainable development. The first surprise that the visitor came across was a wall made of 19 real shipping containers, piled one on top of another. Elements that perfectly expressed the vital link of Monaco with the sea, and the importance of trade relations for economic development. Their square outlines were softened by the sloping roof, covered in wild plants, which recalled the Mediterranean flora and that of the numerous Countries with which Monaco cooperates on an international level.

The second life of the Pavilion

Proof of the Principality's sensitivity to international cooperation, it should be remembered that, according to the original project, at the end of the Universal Exposition the Pavilion of the Principality of Monaco was to be dismantled and rebuilt in Burkina Faso, to host the operating base of the local Red Cross. The structure would be located inside an area of approximately six hectares near the capital Ouagadougou, and contain many services, including, in particular, a professional training centre.

Technological solutions

The visitor would continue his amazing journey through the Pavilion, where he would witness an exposition dedicated to sustainable development. Laid out in ten stages and enhanced by interactive museum technologies, the exhibition focused on key themes such as the protection of marine resources, the management of forests and human development. The pragmatism that is typical of

Theme: Excellence and Solidarity –

A New Look at Feeding the Planet

Size: 1,010 sqm

Awards: Silver in Theme

Development; Leader in Design and Materials and special mention for Special Initiatives

Monaco emerged in the constant desire to offer a solution to each problem, by resorting to science and technology. Particular attention was paid to the sea, around which the history of Monaco has always been centred: proof of this is the State's Oceanographic Institute and Museum, founded at the beginning of the century by the then-sovereign **Prince Albert I of Monaco**, and managed by famous oceanographer **Jacques Cousteau**.

The chef's bistro

Although solidity was certainly the pillar of the Monaco Pavilion, it was interpreted with great taste and elegance. The entire area was wrapped in a perfume designed specifically for the Event, which encompassed all the typical essences of the Mediterranean. Meanwhile, on the floor above, the visitor could make himself comfortable in a bistro with a terrace overlooking the Decumano, where the menus were designed and managed by chef **Philippe Joannès**.



MOROCCO

A trip among the flavours of the five areas of the Country

In 2008, Morocco launched the plan: "Green Morocco", to allow for food self-sufficiency of the population and the export of their sectors of excellence. The results of the plan could be seen in the Morocco Pavilion of Expo Milano 2015, entitled "A Journey of flavors." The route was divided according to the different regions of the country, each with its own specific food excellence. At the entrance, the panels explained the importance of agriculture for the Moroccan economy with 40 percent of the population drawing its resources from this sector.

Upon entering, you dove into the marine waters surrounding the country: a video in circular form, reminiscent of a porthole, projected images of splashing water, recalling a refreshing dip or a trip across the sea.

Clementines and almonds on the Mediterranean, figs, capers and grapes in the central region

Theme: Morocco, A Journey of Flavors

Size: 2,900 sqm

The first area represented the region that overlooks the Mediterranean Sea. Fruits typical of that region include Berkane clementines and Tafraout almonds (Morocco is the fifth largest almond producer in the world). Following this you moved to the country's central region where you can find Ouezzane figs. Another specialty of this area are the Safi capers, of which Morocco is the number one producer and exporter to foreign markets; 98 percent of its production is for export. Finally, in the central area of Morocco, grapes were grown, (it's the third largest African producer), in particular there were the doukali and muscat of Skhirat varieties.

Pomegranate, saffron and argan oil on Mount Atlas. Oysters, chili peppers, green beans and tomatoes along the Atlantic coast

Mount Atlas comprised the third region and is where the Sefri pomegranate grows. It is also the land of the precious Taliouine saffron (grown between 1,000 and 2,400 meters in elevation), of which Morocco is the fourth largest

producer. The famous argan oil, widely used in cosmetics, also comes from the mountain areas. The fourth zone was the Moroccan Atlantic coast: here you could find seafood, including oysters, chili peppers and extra fine green beans, another specialty of which Morocco is the leading producer and exporter in the world. It is also here that the symbolic product of Moroccan cuisine grows: the tomato. Finally, the fifth zone was the South, a vast desert area that is perceived by the senses due to the significantly hotter temperature created inside this part of the Pavilion. This arid area can also be fertile, and provides prickly pears, roses (including the Kelâat M'gouna-Dadès rose, that produces essential oils and rose water), Majhoul Tafilalet dates, one of the noblest varieties of this fruit, and the famous couscous, a preparation of five grains and still prepared by hand.

Visit the botanical garden or the bar for a mint tea

The tour ended with a stroll through the beautiful botanical garden found outside, surrounded by a stream of water. At the bar you could enjoy the delights and the sweetness of Morocco, including pastries, freshly squeezed orange juice or a nice mint tea.



NEPAL

Food security and sustainable development

The Pavilion resembled the shape of a mandala, a circular diagram composed using a combination of geometric figures, which recalls the circle of life.

The atmosphere that captivated visitors was that of the ancient settlements in the valleys of Kathmandu, with colonnades and temples characterised by 42 hand-carved columns.

Nepal decided to participate in Expo Milano 2015 to raise awareness of the need to adopt development programmes that are capable of guaranteeing the quantity of food needed by every single person. Indeed, the production of food in the Country cannot keep up with the growth of its population. One of the causes is the lack of a proper irrigation system in the fields, and another is the limited production of energy.

The Nepalese economy is mainly agricultural and industrial, while the main industries are tourism and

Theme: Food security and sustainable development

Size: 2,717 sqm

mining.

Nepal boasts a high level of **biodiversity**. Thanks to the favourable climatic conditions and the availability of running water from the glaciers of the Himalaya mountains, more than seven hundred species found here could be used in the fields of food and medicine. The general focus is on mountain agriculture, developed through the centuries in this Country, with its own natural methods, terracing and the richness of its organic products.

The specificities and the causes of this success were explained on site in the exhibition layout of the Pavilion, with visitors being able to witness the preparation of the typical dishes of the Nepalese cuisine and also taste them.

Not to be missed: the attractions of the Pavilion

The Nepal Pavilion was designed by **Implementing Expert Group (leg)**, the same group of architects chosen by the Nepalese government for the universal expositions of 1988, 1990, 2000 and 2010. Its structure recalls

the shape of a **mandala**.

The building company trained teams of carpenters, builders, artisans and artists to replicate the construction elements of the most beautiful traditional homes in Nepal.



NETHERLANDS

A Place filled with the Fun and Conviviality of Dutch Festivals

The Netherlands Pavilion was open-air. The decision to build this type of structure was dictated mainly by the theme, as the idea was to reproduce a typical Dutch festival. The result was a fun, stimulating and friendly place. "Share, Grow, Live" were the concepts with which the Netherlands answered the theme of Expo Milano 2015 and presented the richness of its territory and the technological progress. With the concept of "sharing" the country was expressing that the solutions to global challenges require international collaboration and the sharing of knowledge and resources by everyone. The concept of "growth" was expressed through the richness of the territory of Netherlands, from which the technological, economic and social development of the Country is derived. While "live" was demonstrated by the number of people looking for a higher quality of life.

A perfect festive and sharing atmosphere

The pavilion consisted of a series of food trucks, where it was possible to taste the typical Dutch products. The first was for pancakes or poffertjes followed by the one in which the traditional potato chips, Dutch fries, and meatballs, also fried, were made; all immersed in a festive atmosphere, with the lights and musicians playing on the Pavilion stage reflecting perfectly the soul of the typical Dutch festivals. At this point, visitors were invited to discover the contents of the first tent, the most important one, in which the aspects of technological progress in the Dutch agricultural sector were revealed. There was a 3-star hotel for chickens and hens and videogames, to fight the boredom and hostile behavior of pigs, which are a positive expression of the protection of the health of the animals used to produce food. For Holland, innovation, new food sources and technological development are the heart of growth and strategies for the future.

Theme: Share, Grow, Live

Size: 2,369 sqm

The mirror maze: learning and having fun

A second square with the food trucks welcomed visitors with scents and dishes to enjoy. Here you could find the worstenbrood truck, the typical bread and sausage of the town in which Vincent Van Gogh was born, and that of ABC, the alternative collective burger, in which the algae burger was prepared, along with Just Say Cheese, presenting all the famous Dutch cheeses. A second tent explained all the technologies promoted by Holland to support agricultural practices and food production that was, this time in the form of a carousel with a mirror maze that reflects, the keywords of sustainable development.

A drink to talk about circular economy

The Molina, a Ferris wheel converted into a restaurant, was the heart of fun and awareness at the Holland Pavilion. To explain the circular economy through fun and entertainment, the Netherlands Pavilion proposed the consumption of food and drink while the Ferris wheel turns. Continuing on their tour, visitors could purchase water with the Join the pipe system, so when buying a bottle a second one was sent to poor schools in Africa. The visit ended with the shop selling the typical Dutch products, including various types of cheese and caramel waffles, a terrace and De Kas, the restaurant with the characteristic greenhouse shape.



OMAN

The Importance of Each Drop of Water

The Oman Pavilion was inspired by the theme of participation "Heritage in harvest: making the most of sea, sun and sand". At the entrance there was an installation in the form of a sundial, with stones along its surface. In ancient times, this was how the distribution of water was decided in villages: each community was assigned an hour of the day, which corresponded to the time when the shadow on the sundial reached the stone which symbolized its village. Proof of the Country's strong tradition in managing its water resources, could be seen in the first section, specifically dedicated to the theme: "Harnessing every drop of water". The main source of water in Oman is the khareef, the summer monsoon that crosses the Indian Ocean, supplying the aflaj, an ancient irrigation system formed by a dense network of canals and dams dating back to over 2,000 years ago and classified as an element of UNESCO World Heritage.

Theme: Heritage in Harvest
Size: 2,790 sqm

Dates and roses figure among the symbolic crops

The second section "Our rich agricultural heritage" concerned agriculture with its crops, from honey to hazelnuts and roses in the mountainous region of Jebel Akhdar. The roses, in particular, are used both for rose water and also for the scent Amouage, created by Guy Robert. The date palms, which form the heart of the agricultural tradition in Oman, were in the center of the section, with the project "one million palms", which should be completed in 2025. The main proteins on which the diet in Oman is based were also on display, in the form of silhouettes of the animals that are consumed the most, represented in proportion to their importance in the Omani diet: fish (the biggest) and chicken, lamb and beef (the smallest). There was also an installation which reproduced a simplified version of the aquaponics system, where plants and fish live in perfect harmony. In the third section, "The treasures in our hands", visitors could learn about the wealth of the country's

marine environments, and its fishing industry which is still based on traditional techniques. The Country, which has declared its will to double its revenue from fishing over the next 30 years, is currently engaged in activating new laws to protect the marine areas and incentivize the fishing of native species. It is also building a man-made barrier reef in the form of entirely natural installations on the sea bed, around which calcifications should form over time.

Into the sablat, the typical dining room

The fourth section "Welcome to our home" was the icon of the genuine, friendly hospitality of the people of Oman, where the custom is to offer coffee and dates, in addition to an array of flavorful, spicy dishes. The Pavilion had set up its own **sablat**, the room in a typical Omani house where the family welcomes guests on festive occasions. The area also had a reproduction of a typical kitchen, with all the ingredients and utensils necessary for preparing the dishes of the tradition. But that's not all: a video showed a typical Omani woman preparing a meal. The visitor could taste a large variety of traditional dishes, from basic everyday cuisine to the delicacies prepared for special occasions, in an authentic Omani restaurant, the Sablat.



POLAND

Chopin's Melodies Accompany the Beginning of a Journey Through a Magic Garden Surrounded by Crates of Apples

A visit to the Polish Pavilion started before you even enter the building, thanks to the wooden cloister near the Decumano where you could taste free fresh fruit juices or typical sweetcakes. The rectangular structure was lined by the wooden boxes used to transport apples... this fruit has been chosen as a symbol of the country, which is its leading producer in Europe and number three in the world. The Pavilion's logo was a hashtag: designed on the pavement outside, it echoed the composition of the apple crates, and expressed Poland's modern technology as the other side of the coin from its glorious traditions. The "Grande Toscano" statue by Igor Mitoraj, a great Polish sculptor who lived much of his life in Italy, led the visitor to the entrance.

A Garden of Nature and Music: a surprise for visitors

Ascending to the first floor, visitors

Size: 2,369 sqm

were greeted by the notes of a waltz by Wojciech Kilar as you enter the "Magic Garden", a place where natural vegetation grew next to apple trees. Surrounded by mirrored walls, the path wound its way through various natural herbs and a statue by Igor Mitoraj. The reflection of the apple trees in the mirrors created the illusion of a huge space, reinforcing the magical atmosphere. Poland's intention was to highlight its achievement as a fruit producer and also to emphasize its regional varieties, hence the decision to rotate the presence of its 16 regions inside the Pavilion. From this garden you entered a room where, until September, three concerts a day were devoted to piano recitals of Chopin's music, executed by young pianists from the Fryderyk Chopin Institute.

A nation abundant with apples and different kinds of amber

The visitor's route continued by descending to the floor below, where a giant screen showed the special features of Poland's production and commerce,

focusing especially on fruit, cereals, mushrooms and systems for recycling unused food. A well-stocked store offered typical Polish products, from vodka containing tiny flakes of gold to chocolate desserts, and from a wide choice of delicious ciders to amber jewelry products. The Pavilion also housed works by the Polish designer Przemysław "Mac" Stopa.

The Chocolate Train, the Mouth of Truth and a souvenir photo

The attractions of the final room represented the heart of the Pavilion. Firstly visitors remained enchanted by the huge railway model made entirely from chocolate: landscapes, trains and tunnels all created by a Polish sweets manufacturer since 1851. Turning away from this, you were taken by surprise by a huge "Mouth of Truth" projected onto a giant screen. This interacted with visitors, chatting and answering their questions. This area had one zone which changes cyclically, each time playing hosted to a different region which took turns display the specialties. Such as the region of Lower Silesia, famous for its ancient paper factory, its brightly painted building exteriors, and its fine pottery production. Visitors could try their hand at decorating plates by hand, supervised by teachers, or else choose the mixture of aromatic herbs to make a herbal tea according to their liking or their health requirements.

To round off your visit, you could go to the 3D room, showing an animated video on the history of Poland, or visit the photographic space where you could have your photo taken against a digital backdrop which changes according to the Polish Region of the moment. On the ground floor of the Pavilion, visitors could relax and eat typical Polish products in a comfortable restaurant space.



QATAR

How to Produce Food in the Desert

Qatar is among the countries with the least food independence: it has to import 90 percent of its food supplies. With a territory almost entirely taken up by a particularly uncultivable desert, its government is investing a considerable proportion of its oil wealth in avant-garde agricultural projects. This reality was vividly displayed in the Qatar Pavilion at Expo Milano 2015, whose theme was "Sowing the seeds of sustainability, innovative solutions for sustainable food".

Hydroponics, desalination, seaweed: techniques for becoming self-sufficient

The external aspect of the Pavilion, which was one of the most noticeable buildings towards the end of the Decumano, featured a giant Jefeer, the characteristic basket used for food storage, woven from palm leaves.

Visitors were greeted as they entered by holographic projections of a mother and child in Qatar. In the first hall, a large interactive table

Theme: Seeding Sustainability
Innovative Solutions for Food
Security

Size: 2,451 sqm

illustrated all the country's typical gastronomic products and showed how they were eaten. Here the Jefeer baskets which inspired the Pavilion's design could be seen, along with the leather bags used to transport milk by camel, in the process transforming it into yoghurt. The interactive table concluded by illustrating Qatar's culinary habits today, influenced by cooking from all over the world. After this, the activities and results of the **Qatar National Food Security Program (QNFSPP)** were shown, including its hydroponic systems, desalination projects water production from air humidity technology (AgriVerde) and micro-seaweed for aquaculture. Many innovations regarded the last phases of the food supply chain, with the construction of a new port hub and transport system to optimize food distribution, since in this desert climate long distances and slow transport have a very negative impact on food freshness. The Filaha project was an interesting cultural initiative: the government was publishing various ancient texts on traditional

Qatar cultivation methods online, and studying how far they may be applicable today.

A thrilling finale, in the center of the giant Jefeer

The upper floor offered an exciting experience, where visitors found themselves in the center of the giant basket, dominated by an installation shaped to evoke a palm tree, where fascinating video material on Qatar's history was projected during a spiral-shaped journey. Returning to ground level, visitors found an original leisure area featuring a restaurant zone offering all Qatar's principal dishes, whose perimeter was occupied by craftwork objects and activities, with artisans weaving baskets or other objects from palm leaves, or building models of traditional boats. There was also a reconstruction of a traditional Qatari kitchen, an area where visitors could be photographed wearing local clothing and another where women could have free henna decorations applied on their hands and arms.



REPUBLIC OF KOREA

The Food of the Future Comes From Tradition

"What must we eat, how must we eat and when can we eat sustainably?" These were the main questions that the Pavilion of the Republic of Korea asked visitors as soon as they entered, so introducing the theme chosen to summarize the Country's participation in Expo Milano 2015. The structure of the Pavilion was pure white in color, and its shape echoed that of the Moon Jar, a traditional Korean pottery jar. The visitor's route began with an ascending stairway which poses the question "Which dish do you like best?"... and the walls were covered by handwritten recipes from many different countries. At the top of the stairs there was a sculpture of a traditional Korean dish which contained the inscription "You are what you eat."

A glance at the food crisis

In the first hall – "What our body tells us" – we found a space devoted to humanity's dietary habits today, and to the negative consequences

of an unhealthy or incorrect diet, such as obesity or food waste. These concepts were expressed through high-impact artistic installations.

Hansik, the secret of sustainable diet in tradition

Korea's answer to these negative habits is called Hansik: the country's basic food model, this consists of balanced dishes which respect a number of balancing factors including seasonableness and alternation of colors. The first room is dedicated to the theme of equilibrium, condensed in the slogan "Food Symphony". A video on the walls and the performance of a mechanical arm illustrated the concept of fermentation, one of the basic concepts of Korean food. In the center of the room stood a giant traditional pot (called in Korean 'Onggi'), which is used for preserving soya-based dressings such as doenjang and gochujang. These can be found in every Korean home, like fridges in the West, and they permit the fermentation of their contents thanks to a porous surface which allows air and light to

Theme: You Are What You Eat

Size: 3,880 sqm

Awards: Silver in Exhibition Design

enter. This process – illustrated by a sphere suspended in the center of the giant pot, onto which was projected a virtual fermentation process – is known as the Science of Time, because it can require a month or much more, also offering, therefore, a totally secure conservation method. The last room was dedicated to conservation, consisting of an expanse of onggis spread over the floor, each one featuring a projection of some of the numerous dishes that make up the Hansik tradition.

The secret of longevity

Descending another set of stairs towards the restaurant and souvenir shop, the visitor crossed a circular space surrounded by green walls covered with plants plus 99 screens showing faces, Hansik specialties and numbers, reminding us that the secret of long life lies in a healthy diet. In the restaurant, it was possible to taste Korean specialties either in the shape of traditional rolls or in a fusion format, wrapped in Italian-style flatbread.



ROMANIA

A Glass and Wooden House
Preserving the Country's Wealth

A simple structure, but rich in meaning, for a young country with great potential. Romania participated in the Expo Milano 2015 with the theme "In harmony with nature". And where else do we feel more in harmony than at home? The Pavilion, designed by architects Radu Teacă & Radu Petre Năstase, resembled an old Romanian house built in wood and glass and covered with a thatched roof surrounded by a garden of typical plants.

A modular interior space thanks to video panels

Inside, visitors could discover all the traditions of Romania in a particularly dynamic multifunctional space. In fact, some panels allowed delimiting a smaller inside space in which events, concerts and meetings generally took place. Nevertheless, those were not just simple panels: in fact, they were technological panels on which videos were shown, divided into

several sections. For example, it was possible to watch the great natural reserves of Romania that preserve its biodiversity.

Short shows on alternate days

Every month, inside the central space, Romania organized micro-performances and painting exhibitions by Romanian artists and typical handicraft items were on sale, including the famous Easter eggs, a very elaborate decoration on an eggshell obtained using wax and ink.

A restaurant with glass walls

The planted garden on the upper floor, reached through the outside staircase, reproduced all the plant species in Romania. At the center, an enclosed space with glass walls hosted the restaurant, where visitors could taste a shortlist of traditional Romanian recipes (like *pasca* or the stewed cabbage rolls), accompanied by a selection of wines, of which the country has an ample production.

Theme: Living with Nature

Size: 887 sqm



RUSSIAN FEDERATION

A Contribution Designed to Protect the Natural Treasures of the World

With a tenth of the Planet's arable land and a fifth of its water, the Russian Federation plays a key role in protecting food security. The country's natural heritage was displayed in one of the largest Pavilions of Expo Milano 2015, which enhanced by a walkway on the roof which treated visitors to a breathtaking view of the Site below. At the entrance, Visitors found themselves facing a structure that towered skywards, culminating in a mirror projected outwards.

The most ancient seed bank in existence and the vast entity of the Russian territory

The first room presented the largest seed collection in the world. Thanks to the contribution of Nicolai Ivanovič Vavilov, since the beginning of the 1900s over 250,000 plant seeds have been collected in a full collection which is on display in St. Petersburg at the Vavilov Institute. Each panel focused on a seed featuring explanations from various archives,

including texts which date back even earlier than the revolution of October 1917.

In the center of the area there was a bar-laboratory, an artistic installation where free tasting sessions featuring beverages were organized each day. Not just alcoholic drinks, but also healthy juices made with tarragon, or thirst-quenching fermented drinks made with black bread.

A visible kitchen surrounded by the table of the elements

The layout continued with an entire wall dedicated to Dmitri Mendeleev, inventor of the periodic table of the elements. In an original, innovative way, the public interfaced with a parallel between chemistry and food: several products and the elements they contain were shown in an educational way. Videos showing how certain dishes were prepared surround a large kitchen which provided the setting for tasting sessions, cooking shows and events. The room also dedicated a section to Vladimir Vernadsky, a Russian scientist who became famous for having developed a report on the biosphere. Finally,

Theme: Growing for the World. Cultivating for the Future

Size: 4,170 sqm

Awards: Bronze in Exhibition Design

another wall showed the photos from the book "Regional and modern Russian cuisine", an encyclopedia published in honor of Expo Milano 2015, with typical dishes, history, recipes and thoughts on the evolution of modern cuisine.

Going upwards, skywards even...

On the floor above, visitors could access the outdoor terraces. The area was laid out on different levels, bringing attention to the sheer size of the Russian territory. The walkway allowed visitors to go even higher up, following a pathway immersed in plants representing the three largest natural environments present in Russia: taiga, tundra and steppe. The area hosted a bar with a DJ deck and served drinks throughout the day. Only 20 people at a time could access the highest part of the terrace, which offered a breathtaking view of the entire Exposition Site from its position 17 meters up. Finally, from the first floor, visitors could admire a covered terrace with a view of the terrace above, and also try typical Russian dishes.

Last room dedicated to the Regions of the Russian Federation

Before the end of the tour, visitors entered a room which focused on the Russian regions, decorated with paintings from the Moscow Design Museum. The floor also hosted a conference room. **A restaurant car enables visitors to try traditional Russian cuisine**

On the ground floor, visitors could take advantage of a large area dedicated to Russian cuisine. In a structure designed to resemble a restaurant car, with images and texts describing the country adorning the walls, the public could taste typical dishes made with caviar and salmon with blintchiks, the legendary cabbage soup (Shchi), meat with sauce served with buckwheat (Stroganoff) or tortelloni with a meat filling served with sour cream (Pilmieni).



SLOVAKIA

A Flying Car Takes You to a Sustainable Future

A Country steeped in the greens of the forests invited visitors to a space combining innovation and culture. The rectangular structure of Slovakia's Pavilion, covered with wood and green, cleverly displayed on one façade the profiled head of the **Goddess Vesna**, symbol of the energy of Spring. Outside, white Expressionist/Baroque heads by the artist **F.X. Messerschmidt** attracted the attention of passers-by, and inside, Slovakia explored the concept of energy as a form of new life.

The Pavilion was divided into three main sections, where visitors could respectively admire Slovak traditions, innovations in food-related technologies, and art as vital energy.

Energy from Traditions

The first displays in the Pavilion's itinerary were devoted to aspects of traditional craftsmanship and folklore. The Musical Fujara Tree, a sculpture in metal and wood made up of flutes, whistles and bells, focused on one of the country's

typical popular musical instruments, the wooden Fujara flute, which since 2005 has been part of UNESCO's World Heritage List. In this first area you could also admire a striking sculpture in metal consisting solely of rural work tools, while the key work was the egg: a symbol of new life, decorated with 400 different original images representing all the cities in Slovakia.

Energy from Innovation. Towards the future in a flying car, on display from September in the Pavilion

The second main area of the Pavilion highlighted a series of innovative projects or prototypes created by Slovak start-ups or University departments. The main attraction was the **AeroMobil**, the car which in a few minutes can be transformed into a flying vehicle, visible in video and, during September, physically present in Expo Milano 2015. The only functioning prototype of its kind in the world, this vehicle uses conventional petrol and performs like any other car. Other examples of innovation focused on intelligent hydroponic systems for domestic cultivations (**Croptech**), energy drinks obtained by liquefying Spelt wheat to make a natural cereal drink (**Functional food**) or plastic materials produced from 100% natural materials like maize and sugar beet (**Biodegradable bioplastic**). Also

Theme: Slovakia. World into the Pocket

Size: 1,010 sqm

on display, a 3D glasses system projecting images cities and landscapes of Slovakia.

Art as vital energy, with objects from 23 thousand years ago

A sculpture in the form of a table, laid with a plate, forks and tablecloth, was by **Svetozar Ilavsky**, was intended to represent birth and act as a symbol for the section dedicated to works of art. The most prized exhibit in the Pavilion was a work created 23,000 years ago: the **Moravany Venus** consists of a woman's body carved from the tusk of a mammoth, found in Slovakia roughly 100 years ago, and therefore a prehistoric artefact of deep significance for the country. The last area of the Pavilion also displayed some of Slovakia's typical cereals and tubers, and above all illustrated the concept of sharing: to improve the nutritional condition of children in developing countries, visitors were invited to contribute by buying a €2 coupon, that would have fed a child in Southern Sudan.

A dinner with Andy Warhol, with pop art style photos

The restaurant was dedicated to Andy Warhol, in honor of his Slovak, and offering the country's typical dishes like halusky (gnocchi). Visitors could also enter the facility just to take advantage of Andy's selfie: a free photo that was sent via e-mail as a souvenir selfie in pop art style.



SLOVENIA

Five Themes Connected With Sustainability and Displaying the Country's Richness

Green, active and healthy. That's how Slovenia presented itself at Expo Milano 2015, promoting the awareness that everyone can do something useful for themselves and the Planet. The country was present at Expo with a Pavilion shaped like a pyramid broken into five pyramids, evoking the variety of the country's landscapes: Alpine-type mountains, Pannonian plains, Mediterranean hills, cultivated fields and underground labyrinths of karstic caves. On one side of the Pavilion an open extension of soil contained olive trees, a 400-year-old vine, and a collection of plants and rocks typical of Slovenia's countryside.

From salt flats to honey-making

The Pavilion extended on a single level, and the visit began with a wall which played host to a vertical garden that had a control unit to adjust its magnesium and sulfate levels. The first hall invited

Theme: I Feel Slovenia. Green.

Active. Healthy

Size: 1,910 sqm

visitors to learn about Pirano Salt, also offering the highly relaxing possibility of walking on salt.

This mineral, as well as the fleur de sel, was neither ground nor refined, being hand-processed and gathered every morning in a protected area inside the Nature Park. The visit continued with a display of nine different types of honey, which could be tasted in front of a wall of hive-shaped mirrors. Beekeeping and honey-making was an important activity in Slovenia, continuing a strong tradition begun in 1843.

Excursions for all... and outstanding mineral waters

The third theme covered in the Pavilion was water. Slovenia has abundant mineral water and thermal resources, making it an excellent provider of beneficent waters. Its 15 thermal spas and 87 natural springs encourage flourishing developments in thermal tourism. The country also produces a mineral water with a higher magnesium content than anywhere else in the world, and

one specific kind extraordinarily rich in five minerals: sulfate, potassium, magnesium, chloride and bicarbonate. With 60% of its territory covered by woodlands, the country has ample options for hiking and trekking, especially in the area around its highest mountain, Mount Triglav: at 2,846 meters this offers walks, hikes and climbs for all tastes and abilities, from beginners to professional climbers. A section of this space was devoted to the underground galleries in the Postojna Caves.

Around the world measuring atmospheric pollution

The last theme focused on was a Slovenian scientific project for measuring air quality with a special aircraft, whose prototype was suspended in the hall. In 2013, a pilot with an ultra-light plane spent 369 hours flying over all the continents, measuring the concentration of Black Carbon in the atmosphere, which together with CO₂ represents the main cause of global warming. The visit also included displays of various top quality products made by Slovenian companies (from ski to motorbike manufacturers) and the possibility of trying special glasses to look at 3D images of Slovenia's urban and rural landscapes.

A dismountable Pavilion with highly digestible Slovenian dishes

The Pavilion was built with natural materials, including Slovenian wood, and fully fulfills the country's goal of creating a prefabricated pavilion with low energy consumption. It is expected that the building will be transported to Slovenia, where it will be opened to the public. The last space on the visitor's route contained a take-away restaurant offering typical local dishes such as Carniolan Sausage, vegetable soup with broccoli, or Smorn, a traditional dessert made with sugar and wild berries. An outdoor bar for coffee and cakes rounded off the culinary options.



SPAIN

A journey through Spanish tradition and innovation, in the company of an imaginary chef

The **Spanish Pavilion** greeted visitors with a structure inspired by a greenhouse concept, with a double nave evoking the equilibrium between innovation and tradition. The spaces were welcoming and offered some open-air sections, porticos lined with cork and detailing in esparto (a Mediterranean grass) and wood. On ground level, a floor made of dekton (an innovative surfacing), bearing an illustration of the tomato genome, greeted visitors at the beginning of their journey.

A chef's suitcase filled up with Spain's top quality products

The journey through the Pavilion began with a visual installation conceived by Antoni Miralda, representing the start of an imaginary chef's journey as he selected the key ingredients of Spain's culinary culture. The screen showed a wealth of the country's gastronomic excellences, including olive oil, Iberian cured ham and fish,

Theme: Cultivating the Future

Size: 2,533 sqm

selected to represent a vast range of products. In order to stimulate reflection on the journeys which food makes before reaching the table, in the Language of Taste Room visitors began to follow the imaginary journey of a cook and his notebook. This journey outlined the food pyramid, the two Seas embracing the country, and a waterfall of olive oil, symbolizing the key food of the Mediterranean Diet, of which Spain is the world's biggest producer and exporter. The itinerary continued by showing the health advantages of various Spanish food products, and the impact technological innovation is making on agriculture, such as the GPS systems used to control grazing herds. The Room devoted to distribution showed vivid images of the main markets in Madrid and Barcelona, and led on to the heart of the visit.

A culinary competition between mothers and star chefs

In a digital depiction of the equilibrium between the twin motors of Spanish cooking – the

traditional family cooking performed by mothers and the innovation spearheaded by the new generation of prizewinning chefs – the next room contained an extremely large interactive table. The screens showed various typical Spanish recipes, such as bacalao (salted cod) or tortilla, cooked in quite different ways by a mother and by a young chef. Top Spanish chefs in the last few decades have contributed to a dramatic evolution of traditional Iberian cooking, not least through the use of new instruments in the kitchen, such as the Siphon. Tradition was also narrated by a presentation of the wines produced in 12 different regions, and their best combinations with Spanish dishes. The visit concluded with a room devoted to many different dishes on many different screens, and lyrical praise for the time spent on the ritual of eating together. Various recipes had their ingredients analyzed, and the journey ended with the chef's suitcase being closed, with all his notes carefully stored inside.



SUDAN

The typical Nubian House

Sudan sought an active collaboration in addressing the main challenges with agricultural production and livestock farming as well as a dialogue on biodiversity and the themes of the Expo Milano 2015. The country wanted to re-chart its path towards the use of new technological applications to ensure a healthy diet for all and to use resources in an **environmentally sustainable way**.

Sudan saw Expo Milano 2015 as a **good opportunity** for countries worldwide to reaffirm their need for human unity through mutual exchange of knowledge and information in order to achieve the **Millennium Development Goals**. Sudan has a strong agricultural sector with over 70 percent of its workforce being employed in this sector which accounts for 40 percent of **Gross Domestic Product (GDP)**. Among its many products are **cereals** (including sorghum, millet and wheat,), oil seeds (including sesame and sunflower), beans,

pulses (including chickpeas and lentils) tubers (including potatoes), vegetables (including onion, tomato, water melon and egg plant) and fruits. It also grows cotton sisal hemp and fodder crops. Sudan's participation in the **Universal Exposition** used every conceivable opportunity to express its own interpretation of the theme to illustrate its position as an agricultural country with an important tradition in nutrition from when it was the ancient kingdom of old Sudan. Visitors found engaging ideas, and learned about its irrigation project and the efficient use of water resources. The idea was to create awareness and to pass on valuable knowledge to others.

The pavilion took its inspiration from the Nubian "house", which is the typical **Sudanese dwelling**. It only extended over one level, to keep the connection between the external and internal environments, and had a central courtyard – the hub of Sudanese home life and the place where all meals are eaten – with different themed rooms

Theme: The Nile's home. Land of agricultural opportunities and food securities

Size: 887 sqm

opening off from it. The pavilion had a **restaurant** that offered a rich and varied **Sudanese cuisine** to satisfy visitors' tastes from all over the world. Visitors could view and purchase assorted Sudanese handicrafts and leather products.



SWITZERLAND

In the shadow of the four towers, a whole country to discover

The four Swiss towers in **Expo Milano 2015** have become famous: practically everyone has read or heard about the outstanding concept behind the four tall storage towers at the heart of the Swiss Pavilion, filled with water, salt, coffee and sliced apples. All visitors were welcome to help themselves to take as much as they would of any of these commodities: the only limit was that set by their own sense of responsibility, since none of the towers would have their stocks replenished over the six months of Expo.

The ground floor exhibits: a storehouse of discoveries

But the four towers were not the only good reason to visit the **Swiss Pavilion**. The ground floor – where there was no need to make a reservation – contains various fascinating installations.

The first was a space organized by the partner company **Nestlé** through its research centers and

in collaboration with the Italian Auxology Institute (dedicated to the study of physical growth). This focused on the interaction between diet and mind. It started with a room which represented the maternal womb: a very dimly lit space (the fetus develops sight only in the last part of gestation), where the mother's heartbeat and breathing could be heard. From here the visitor passed into a room which explored the optimal balanced diet through an interactive game and explained how the human body evolves during the 1,000 days from conception onwards and how this is influenced by the mother's diet. In the last room, the relationship between sight and taste was explored, and information could be interactively obtained concerning the most healthy lifestyles. The fundamental message of all this was that DNA is not alone in determining our lives, because our genetic features can be differently activated according to the adequacy of our diet.

The exhibition of the four cantons of

Theme: Confooderatio Helvetica

Size: 4,433 sqm

the Saint-Gotthard Massif (Grisons, Uri, Ticino and Valais) bore the title "Water for Europe", because this massif (known as "Europe's Water Castle") contained the sources of four great European rivers: the Reuss, the Rhine, the Rhone and the Ticino. At the center of the space there was a huge marble monolithic model from which water flowed away through channels in the floor representing the great rivers. The walls were covered with panoramic photos of Swiss valleys.

The Pavilion was completed by a section on the cities (Zurich, Basel and Geneva).

A taste of the Alps

Switzerland's gastronomic heritage was expressed through two options: the Swiss Terrace, a gourmet restaurant with a fine selection of Swiss wines, and Street Food, which offered the classic Raclette on wooden tables in the open air (sheltered from the rain). The Swiss Pavilion did not forget about younger visitors: it offered them a playspace and a chocolate workshop space.



THAILAND

A Journey Through Nature,
Spirituality and Tradition

The first thing that struck the visitor to the Thai Pavilion was its powerfully symbolic architecture. This not only reflected the theme of the country's participation – **"Feed and delight the world in a sustainable way"** – but also portrayed a nation which is predominantly rural and agricultural, deeply in tune with nature and its resources, above all with water and soil. The basic concept expressed by the building was the **Thai Spirit**, which embraced water, agriculture and lifestyle... three elements strongly communicated by the Pavilion's architecture.

Thailand, a country of abundance

The visit began in the open air, offering visitors an image reflecting Thailand's lifestyle. **"The Floating Market"**, built for the occasion, clearly transmitted the close bond between Thailand's citizens and **water**, displaying a fascinating means of transport, typical of the country's canal commerce. Water

is also fundamental to **agriculture** and in particular to rice, which is the nation's basic food and represents tradition, culture and the sense of rural community. A rice field divided into three zones allowed visitors to understand the different phases of the cultivation process but also to see the plants growing. The expanse of water beside the Pavilion contained fish, and the field contained rice: this metaphor was intended to reflect Thailand's **abundance of natural resources**.

"Naga", the royal serpent

Next to the ramp which led inside the Pavilion, the heads of five protective spirits greeted visitors: five **"Nagas"**, the royal serpent which symbolizes water and fertility by connecting rivers with fields and their wealth of products, and which plays an important role in Thailand's culture, religion and way of life.

"Resources in the earth, riches in the water": the Ngob Golden Land

The main hall had the shape of a **"Ngob"**, the traditional hat worn by rice workers in the paddy fields, emblem of rural life and food production. Inside, a 360-degree video-projection – with the title **"Resources in the Earth, Riches in the Water"** – portrayed the wealth of agricultural and fishery produce which constitutes the basic food supply of the population.

Theme: Nourishing and
Delighting the World

Size: 2,947 sqm

The Kitchen of the World inside a Pagoda

The visit continued inside a classic element of traditional Thai architecture, namely the base of a pagoda, where Thailand was symbolically presented as **"the Kitchen of the World"**, again using a giant video projection, this time to describe the ingredients, the culinary techniques, the high nutritional value of certain foods and the process of food production. **Rice** is present in most of the country's dishes, and Thailand is one of the world's biggest rice exporters... but it also exports numerous other foods and food ingredients, which is why it makes an effective symbol to express the Kitchen of the World concept. This degree of agricultural success is in large part the result of a series of modifications to crop-growing techniques brought about by **King Bhumibol Adulyadej**, known as the **"Agricultural King"**, who contributed enormously to the implementation of various projects for quality sustainable agriculture sponsored by the Royal Family.

Food for the future

The final exhibition space bore the title **"Food for the Future"**, and allowed visitors to taste various dishes or alternatively to download the recipes and cook them at home.



TURKEY

A Lovely Walk through History

The design of the Turkey Pavilion referred to the great cultural diversity of Turkey's history, a country that has always been a crossroads between West and East. The area in front of the route was dominated by an image of the pomegranate fruit. A symbol of the agricultural wealth of Turkey, the "Nar" – this is the Turkish word for pomegranate – represents diversity in unity, because it is just one fruit yet it contains so many little pleasures inside. So "Nar" is both singular and plural, and a symbol of fertility and abundance all around the world. The architectural design of the Turkish Pavilion was inspired by a modern interpretation of the drawing of the "Star of Selçuk", placed at the entrance of the pavilion, and by the typical decorations of the Çesm-i Bülbul, the art of glass (literally 'Eye of the Nightingale'), a form of glass blowing that was recreated here through small drawers with the various contents.

Theme: Digging into History for future Food

Size: 4,170 sqm

Flowers and spices to share

At the beginning of the exhibition there was a space entitled "Agriculture and man" recalling the importance of agriculture in Turkey, through the projection of photographs, while a second niche was an invitation to the Expo 2016 to be held in Antalya focusing on the theme "Cultivating a green life for the future generations". Then came the Spice Market, an island that embraces a series of display units with all the spices that add flavor to Turkish cuisine, and that have been very important for the history of the Country, a must see of the spice route. Further along, sculptures of clasped hands as a sign of offering extended from a large white wall. Here some seeds were offered to the passing visitors as a symbol of the importance of sharing food. Another very interesting installation concerned the discovery of Göbeklitepe, the first sanctuary or religious temple in the world. A real size recreation of the main finding of the archaeological site was on display

inside the Pavilion.

The Ottoman Palace: two exhibitions and an area for prayer

On the opposite side of the exhibition space, there was an indoor facility for events, workshops, exhibitions and seminars. The look of the building was inspired by the Ottoman Palace and hosted exhibitions of Turkish Coffee and The secrets of the Palace cuisine. The first one included a series of coffee sets from different historical periods and offered by a private collection. The second exhibition showed the delicacies of Ottoman cuisine, that is the last great Turkish empire. There was also an area for prayer available to all Muslims visiting and working at Expo Milano 2015.

The Ottoman fountain at the center of the refreshment point

Continuing the tour, another impressive space was the one that allows visitors to enjoy tea and Turkish coffee at the foot of an Ottoman fountain.

The Turkey refreshment area was in full harmony with the Pavilion's open structure, and was, in fact, at the center of the exhibition route where it offered a buffet of Turkish delicacies. Two other spaces conclude the visit to the Pavilion: the Gaziantep cuisine, nominated as UNESCO City of Gastronomy, with cuisine means and tools from the Museum of Gaziantep, the only museum dedicated to cuisine in Turkey. Lastly, the Food and Art Island was a short exhibition of works that highlight food as an artistic subject.



TURKMENISTAN

A 5D Cinema Takes us Galloping towards the White City

The 137th Country to have agreed to participate in the Universal Exposition, Turkmenistan succeeded in creating a Pavilion full of charm in record time. The structure exerted its striking effect on visitors as soon as they enter, they were greeted by an enormous digital rug created using millions of LED lights and a fountain on which the image of a horse was projected, reminding them that water is life, as the theme of the Pavilion told. Three enormous rugs that were hand-made especially for Expo Milano 2015 hung in the central part of the Pavilion, which was dominated by a LED globe. The rugs took a month to make and were produced fully in line with tradition. The design on the largest one was a tribute to the work of the great Oghuz Khagan, legendary founder of the Turkmen language, spoken also in Turkey and Uzbekistan.

The symbol of the Turkmen hero was surrounded by other ideograms

that commemorate his children and grandchildren, surrounded in turn by the emblems of the five regions of Uzbekistan. Twin rugs representing the past and the future hung on the opposite wall. The same decorative patterns were present on the small rugs all around the perimeter and these recalled the mosaic outside the Pavilion.

Horses, jewels, cotton and melons: four great elements of which the Country is proud

The outer walls bear displayed cases with traditional products, formal dresses and hats (Turkmenistan is a great cotton producer). One display case was dedicated to images of horses: indeed the country boasts the most ancient breed in the world, still ridden by the nomadic populations: the famous ahalteke. They are often represented in gold because their fair mane is so shiny that it resembles a golden fabric.

After these there was a display of handmade jewels, some of them modern and others brought from the national Museum of Turkmenistan. In ancient times,

Theme: Water is life

Size: 1,175 sqm

one could tell everything about a person from their jewels: their social status, marital status, number of children, etc. Finally, a panel at the end of the room reminded us that Turkmenistan has applied to host the International Exposition in 2022. On the ground floor there was also a restaurant, which offered various typical dishes, including ayran (a drink made with water, salt and yoghurt), many soups and salads and the famous melon known worldwide and named "waharman": this is one of the Country's most popular exports.

On the first floor, an exciting 5D cinema

The five symbols of the five regions were projected along the walls that lead to the first floor. This room was characterized by the color white: indeed, this is where the capital city Ashgabat was presented, the so-called 'white city'. One display case recalled the tea and herbal infusion ceremony, which also have medicinal powers according to the Turkmens. There was a cinema on this floor and from 12:00 pm onwards, throughout the afternoon it showed a 5D video capable of "bodily" transporting spectators to the distant country of Turkmenistan.

On the terrace, an original yurta

The top floor led out to the panoramic terrace, a truly charming spot dominated by the winter Yurta, the typical nomad's tent which is assembled in less than two hours and dismantled in half an hour. Here the floor was made of white marble but normally the bottom of the yurta is covered with rugs, while several canvases separated the various environments. The terrace was surrounded by flowerbeds blooming with daisies and white roses and it was decorated by another circular rug, again made especially for Expo Milano 2015.



UNITED ARAB EMIRATES

Among the Desert Dunes to Discover the Importance of Water and Dates, Towards Dubai 2020

One of the most easily recognizable pavilions of Expo Milano 2015: the desert dunes that characterized the **United Arab Emirates Pavilion** attracted attention from afar. In fact, the architect who designed the Pavilion is the renowned **Norman Foster**, of the eponymous British firm **Foster & Partners**. The architect was inspired by the desert dunes, they were photographed and then reproduced in detail in a resin structure capable of retaining the coolness. Even the floor of the ramp leading to the auditorium was slightly wavy: for visitors it was like crossing the Emirates' desert gorges. This unique construction has a future: it is expected that it will be dismantled and transported to **Masdar**, one of the most futuristic smart cities in the world. Such a deployment of forces has a specific purpose: the country wants to show its great skills in view of the upcoming Universal Exposition to

be held in Dubai in 2020 with the theme Connecting Minds, Creating the Future.

12 challenges and as many answers

The **United Arab Emirates Pavilion** did not just impress by its looks: Expo Milano 2015 theme has been fundamental for the country considering that 85 percent of food is imported and the scarcity of water resources is a constant challenge. For this, a recess between the dunes contains a series of 48 holographic installations divided into 24 cubes (each visible from both sides), that display 12 challenges and as many solutions. To give an example of this, to face the climate change challenge, the International Centre for Biosaline Agriculture is studying edible plants, resistant to the saline conditions of the Emirates.

Family tree, a journey into the past to rediscover traditions

At the heart of the Pavilion was the ten-minute film entitled "Family tree" that was shown on the walls around the Auditorium. In a magical and dreamlike journey, Sara is transported into the past, where

Theme: Food for Thought - Shaping and Sharing the Future

Size: 4,386 sqm

she discovers the methods used by previous generations to obtain water and the importance of the date in ensuring survival in the desert. In the next area, a surprise amazed visitors. Photographs taken on the ramp just moments before accompanied the musical finale.

Towards Dubai in 2020, a journey into the future to discover the next Universal Exposition

The last space on the visitor route gave a preview of the main innovations on which some partner companies of the Emirates are working. The exhibition area closes with an invitation to expo Dubai 2020. The exhibition site is under construction and is located half way between Abu Dhabi and Dubai to favor accessibility by air transport. The theme will touch three areas: sustainability, opportunity and mobility.



UNITED KINGDOM

Following the Buzz of a Bee Is Easier Than Expected

The Pavilion of the United Kingdom participated in Expo Milano 2015 offering visitors the chance to see what life would be like as a bee, flying from flower to flower across a typical English garden to return to its beehive.

Each environment demonstrated how pollination was essential for the Planet's health. 70 Out of 100 cultivated products that produce 90% of the world food, are pollinated by bees.

The journey started outside, in an orchard where typical English apple trees were grown, blossoming and producing fruits throughout the six months. After there was a grass field with selections of typical British wild flowers, like heathers, buttercups and shamrocks, which grew at eye level so as to reproduce the same view that bees would enjoy while flying around. In the background there was the striking form of a bee hive, an aluminum sculpture (weighting 30 tons and

14 meters high) that reminded us of a honeycomb. The sound of a beehive was also studied in detail, and a selection of British artists have recreated the atmosphere of a dialogue with nature.

When you were below the hive structure, the columns offered an original experience: if you put some wood sticks in your mouth you could try to 'buzz' like a bee and experience how these insects communicate. By exploiting bone conduction – e.g. sound conduction through the bones of your skull, you could hear four types of vibrations that honeybees use to 'talk' inside the hive: supplication, dance (communicating where food is located), trumpet (the song of the virgin Queen bee who challenges an unborn queen) and the streaky trumpet sound (between two Queen bees who assess the rival's strength).

In the center of the British hive

The focal point of the visit was the access (on the upper floor) to the core of the hive: when you entered you were surrounded by impulses and buzzes, together with 1,000

Theme: Grown in Britain & Northern Ireland

Size: 1,910 sqm

Awards: Gold in Architecture and Landscape

small LED lights connected with real bees in a hive in the United Kingdom, giving the impression that you were in the core of a real hive. The walls along the stairs to the ground-floor exit, displayed off the achievements of the United Kingdom in the fields of research and technological innovation: Britain was itself a hive of innovation and creativity that helped feeding the Planet.

At the snack area... honey, and more

A real British-style experience was offered at the snack area too, that vaguely reminded us of a pub. Proposals included breakfast (the traditional English breakfast, with scrambled eggs, mushrooms, bacon, beans and sausage), the not to be missed muffins and scones, fish & chips, sandwiches, cold salads and the legendary afternoon tea at 5 o'clock for real Anglophiles.



Theme: American Food 2.0:
United to Feed the Planet
Size: 2,790 sqm



UNITED STATES OF AMERICA

Food 2.0 Depends on Each One of Us

In the US Pavilion, the most noticeable aspect was certainly the vertical garden. The large wall was divided into motorized panels so they were always turned towards the sun. The system allowed nourishment to over 40 varieties of vegetables, plants, cereals and herbs through a hydroponic system that also recovered the water. Inside there was an arrangement of hanging pots equipped with a system of lights capable of stimulating the growth of plants.

The theme of the Pavilion – American Food 2.0: United to Feed the Planet – referred to the desire to display solutions for the food of the future. No less important was the call to action: Be one in 9 billion, calling every visitor to take individual responsibility and contribute to ensuring access to food. The request was even replicated on the waterfall outside through the use of water jets set at different speeds, creating a type of falling water writing.

Voices of Native Americans welcomed visitors, who walk the Coney Island Boardwalk

The access ramp to the exhibition area was made using reclaimed wood from the Coney Island boardwalk that was destroyed by Hurricane Sandy. It was made from rare types of tropical wood such as Ipe and Cumaru, which were imported from Guyana and Brazil during the construction of the boardwalk. When visitors passed by, they heard voice recordings of Native Americans giving thanks for the gifts of the earth.

The ramp sloped up to the first floor (Boardwalk Level), where, in a video, President **Barack Obama** shared the Pavilion's message: We all can do something to contribute to the right to food. Visitors were then guided into "Global Wealth with Diversity": here a series of videos depicted, with interactive exhibitions, American innovation in agriculture, politics, cooking, nutrition, industry and research. On the Boardwalk Level, there was also an interactive game on food security, and visitors could enjoy looking for creative solutions.

On the ground floor, seven videos illustrated the Great American Foodscape

Back on the ground floor, visitors were guided through the "Great American Foodscape" experience: a journey in the history and culture through seven animated videos one minute in length (grouped under the title: Farm to table) projected on a faceted surface. Visitors learned how the typical traditions of immigrants were transformed by American habits. They also found original American culinary culture, such as BBQ, food on the go, and a Thanksgiving Day menu. Before the Pavilion's exit, there was a collection of photos dedicated to US regional cuisine with license plates from all the states.

A large terrace with an American bar and spectacular views

The Pavilion was completed by the roof terrace, one of the largest at Expo Milano 2015, where there was an American bar serving drinks, snacks and apple pies. The covering was made with SPD-SmartGlass panels, able to adapt the degree of transparency to the intensity of sunlight, protecting visitors from summer temperatures.

For those who wanted to eat more, the USA Pavilion had setup a Food Truck Nation serving typical street food in trucks (in collaboration with the sponsor Fiat Chrysler Automobiles), offering many flavors of America: from the typical Maine lobster rolls, to BBQ snacks, hamburgers and a variety of classic desserts (like cheesecake).



URUGUAY

Sustainability With a Smile

Vegetarians would probably disagree, but it was hard to resist the smell of grilled meat coming from the Uruguay Pavilion. In fact, the Country had focused on its specialty – that, for goodness, contended the primacy with Argentina and Brazil – to attract the lovers of *asado* (the mixed grilled meat regularly found on Sundays tables in Uruguayan homes) to the Pavilion. At the Uruguay Natural Parilla Gourmet Restaurant, that every day received an average of 500 diners, the grilled meat provided by the National Institute of Meat and cooked by chefs **Tomás Bartesaghi, Eduardo Iturralde, Rodrigo Fernández** and **Agustín Urrust** – was the main attraction. Even the red wine and olive oil used were strictly Uruguayan. However, the gastronomic offering was also an opportunity to explain that all cattle are fully tracked in the South American country, the animal farms are open-air and they are fed in natural pastures without using

Theme: Life grows in Uruguay

Size: 747 sqm

hormones or chemical treatments.

Four key objectives

The 'agro-intelligent' production was only one of the four themes around which the Pavilion is organized. The others were renewable energy, education and human rights. These themes were introduced starting from the entrance route to the Pavilion – immersed in a garden – through four cylindrical structures on which the objectives of Uruguay in the short term were briefly illustrated: reaching 95 percent of renewable energy, and to provide every student in Uruguay with a tablet. 3D Viewers were available to visitors offering them an experience in Cabo Polonio, a coastal town where there is no electricity and that is a unique tourist attraction. The heart of the pavilion was the immersive video projected on the first floor, accessed via a 30-meter ramp with sounds and noises from Uruguay.

The short film, a dialogue between generations

The video, filmed in 4k, was projected on screens with robotic

arms arranged around the public. A kind of dialogue between generations was staged: a grandfather, who emigrated to Uruguay from Italy when he was young, told his granddaughter about the great progress made by the country in agriculture and production and the guarantee of free education to young people which has been mandatory since 1877 at the behest of Jose Pedro Varela. The current results were shown as being the outcome of the commitment and hard work of the Uruguayan people that, despite the daily difficulties, continue to be joyful and to enjoy life. An example? The great passion for football that unites all Uruguayans.



VIETNAM

Beauty Birthed from Mud

The Vietnam Pavilion, entitled **"Water and lotus flowers"** was a source of curiosity, due especially to its decidedly theatrical architectural structure, which recreated a typical scene: that of a pond scattered with statues of animals and divinities from which enormous lotus pods emerged, just like in a forest. Dense vegetation was also present on the top of these conical flowers. The entire Pavilion was completely covered in bamboo canes.

The symbolism of the lotus flower

The lotus flower, a key element of the Pavilion, is very popular in Vietnam, where it is considered a symbol of purity. Known mainly for its beauty and used as an ornamental plant to decorate ponds, pools, lakes and apartments, the lotus is also 100% edible and extremely tasty. However, what makes it truly unique and special and gives its charm and mystery is its extraordinary ability to purify the water in which it grows and

Theme: Water and Lotus

Size: 887 sqm

therefore to also grow from the mud present in stagnant waters. This strong **symbol of rebirth** which distinguishes the Pavilion was designed to underline not only Vietnam's commitment to actively protect the environment and its water resources but also its deep connection with and great respect for nature.

Inside the Pavilion, traditional shows

Visitors could witness a captivating show every single day, including a concert of traditional folk music and a sacred ritual performed exclusively at Expo Milano 2015, which was designed to show visitors the popular culture of the Country. During the performance, visitors could admire typical Vietnamese costumes and the most characteristic and ancient traditional musical instruments, such as the *dàn bầu*, a one-chord instrument that produces a bewitching sound, the *T'rung*, similar to our xylophone made with bamboo canes and the extraordinary *K'ni*. The stage was

positioned in the center of the exhibition area and was also visible from the balcony surrounding the floor above.

Craftsmanship and culinary culture

The first floor was dedicated to Vietnamese craftsmanship. There was a restaurant on the ground floor at the back of the Pavilion, where visitors could taste typical dishes such as the pho and sip traditional beverages, while learning more about the culinary culture of this Country full of traditions that respect their natural surroundings.

UNITED NATIONS

For the first time in the history of world Expo, the UN did not have its own pavilion, preferring instead to have a broad presence throughout the Expo site.



UN

The UN offered a "Zero Hunger Challenge" itinerary that started at Pavilion Zero – the point where the connection between the theme and the mission of the United Nations was most evident – crossed the UN Garden, the Biodiversity Park, the Children's Park, the Future Food District, the nine theme clusters, and the national pavilions, and ended in the area dedicated to civil society.

The main element of the logo indicating the UN locations at Expo Milano 2015 was a piece of blue flatware, a clear reference to the United Nations' flag. A spoon was selected since it is a tool common to all cultures, uniting the values of the right to food and nutrition of the entire planet, and a reminder that the "Zero Hunger Challenge" is a project that concerns all humanity. Most of the UN itinerary consisted of spots reserved in the various thematic areas of the Expo, easily recognizable by the blue spoon icon. In these spaces, the visitor could discover in detail – thanks to videos, photographs, maps and infographics – the actions undertaken by the United Nations around the world to fight hunger and guarantee a

sustainable future for the planet. In particular, the itinerary showed how to become an active part of the "Zero Hunger Challenge," an initiative that requires a the contribution of everyone.

The eleven installations of the United Nations – designed by the nonprofit association Architects Without Borders – were physical elements that, together with the intensive program of events and special days, made the UN one of the main protagonists of the Expo.



Watch the video:
goo.gl/8qCVNL

EUROPEAN UNION

Theme: Growing Europe's Future Together for a Better World
Size: 800 sqm



EU

Access to food can only be guaranteed to everyone if we work together. This was the key message of the European Union pavilion, located in the heart of Expo Milano 2015, in other words, by the Italy pavilion: facing the Palazzo Italia and a few steps away from the Tree of Life.

The European pavilion spread over three floors. The exhibition space was on the ground floor; the first floor hosted the offices, a 99-seat conference room, and a press room that could hold 28 people; the third floor included a broad terrace with a view over Lake Arena.

On the ground floor, the visitors were introduced to the themes of the pavilion: the food chain, nutrition and environmental sustainability.

The symbolic products selected as a *trait d'union* for all EU member countries were wheat and bread, basic elements in the culture and civilization of Europe. In the exhibition space, the visitors met Alex & Sylvia, the avatars of an animated film that would accompany them along the itinerary.

The story, entitled "The Golden Ear," sought to answer the

question: is it possible to achieve food safety through good cooperation not only between the various countries but also between science and agriculture, innovation and tradition? The protagonists were a researcher and a farmer: two very different neighbors, a metaphor for the European Union motto: unity in diversity.

In addition to the contents of its pavilion, the European Union encouraged a lively debate on the theme through the organization of conferences and debates dedicated to the right to nutrition and environmental sustainability. An ambitious calendar that included more than two hundred events, organized to address the issue of global food security also from a scientific, political, cultural and *business-to-business* point of view.



Watch the video:
goo.gl/yfBzaW

Thematic Clusters

Expo 2015 S.p.A. designed and developed 9 Thematic Clusters, located in various points of the Exhibition Site. Their size varied from a minimum of 2,500

sqm to a maximum of 7,400. More than half of the surface was devoted to common areas, while the exhibit spaces of each Country were distributed on two floors.

The Thematic Clusters were one of the major innovations of Expo Milano 2015 and contributed to making the maximum interpretation of the Theme possible and its development by the Countries. The virtuosity of the Clusters and the importance of their creation can be attributed to the objective of emphasizing the contribution of the individual Participants, united around a precise theme, chosen together. These innovative spaces were in fact created to group together, within the same architectural project, a variable number of Countries concentrated on a single shared topic.

Clusters

This participation model was created for those Participants who could not - or did not want - to opt for the Self-Built Pavilions. In these cases, Expo Milano 2015 decided not to adopt the classic solution of the Joint Pavilions, in which the Countries were usually grouped based on a geographic system within a large single space. With the Clusters, the Organizer included the Participants in a multicultural environment, encouraging them to interpret in the best way the

Theme and provide their own solutions to the relative global challenges. The model of the Clusters reserved an exhibit space for every Country, arranged around the central common area, decorated by the Participants - or with the participation of the Organizer, in a spirit of cooperation which supported the developing Countries. The ground floor was reserved for the exhibit areas and, in some cases, restaurants, while on the second floor were the offices and the

business and VIP lounges. Every Thematic Cluster offered a common area dedicated to events, exhibitions, commercial and restaurant businesses organized by the Countries.

This space, one of the major innovations inside the Clusters, allowed the Participants to expand and reinforce their presence, to ensure the development of the Theme that was as accurate and personalized as possible.



Arid Zones



Bio-Mediterraneum



Cereals and Tubers



Cocoa and Chocolate



Coffee



Fruit and Legumes



Islands, Sea and Food



Rice



Spices

Clusters

Official Participant with thematic Clusters

Official Participant	Cluster	Theme	Area (sqm)	Expo Milano 2015 Awards
Afghanistan	Spices	Eating for Longevity, Afghanistan Amazingly Real	125	
Albania	Bio-Mediterraneum	Our Food, Our Story, Our Mystery...	125	
Algeria	Bio-Mediterraneum	Agricultural Heritage and Technological Development for Food Self-Sufficiency	375	Golden in Theme Development
Bangladesh	Rice	Sustainability in Rice Production for Better Life Under Changing Climate	125	
Benin	Fruits and Legumes	At the Heart of Benin's Cuisine, Nutrition for a Life Bursting with	125	
Bolivia	Cereals and Tubers	Quinoa, a Future Sown Thousands of Years Ago	125	
Brunei Darussalam	Spices	Science and Technology for Food Safety, Security and Quality	250	
Burundi	Coffee	A Discovery of the Five Senses: Burundi	125	
Cambodia	Rice	Rice Crop Grown on the Cambodian Land Rich in Cultural Heritage	125	Silver in Theme Development
Cameroon	Cocoa and Chocolate	Cocoa Cultivation; an Argument for Opportunities	125	
Central African Republic	Arid Zones	Agriculture and Nutrition in the Arid Zones	83.3	
Comoros	Islands, Sea and Food	Eat Comorian to Eat Healthy	60	
CARICOM (Caribbean Community) Barbados, Belize, Dominica, Grenada, Guyana, Saint Lucia, Saint Vincent and the Grenadines, Suriname	Islands, Sea and Food	Sustainable Food Production for Peoples of the Caribbean Community	405	
Congo	Cereals and Tubers	Science and Technology at the Service of Food Security and Quality	125	
Côte D'Ivoire	Cocoa and Chocolate	Producing Cocoa for the Planet. Respectfully	125	
Cuba	Cocoa and Chocolate	On the Road to Food Sovereignty	125	
Democratic Republic of the Congo	Fruits and Legumes	Using Natural Resources Based on Their Potential	62.5	

Official Participant	Cluster	Theme	Area (sqm)	Expo Milano 2015 Awards
Democratic People's Republic of Korea	Islands, Sea and Food	Kaesong Koryo Insam (ginseng), the King of Health and Good Life and the National Food	60	
Djibouti	Arid Zones	Land of a Thousand and One Flavors	62.5	
Dominican Republic	Coffee	Empowering Family Farmers so They Can Feed Themselves, Their Communities, and the World	125	
Egypt	Bio-Mediterraneum	The Never Ending Story	375	
El Salvador	Coffee	Quality and Diversity of Coffee. Sustainable and Competitive	125	
Equatorial Guinea	Fruits and Legumes	Balanced Nutrition and Sustainable Nature for Development		
Eritrea	Arid Zones	Flourishing in Arid Zones, The Eritrean Experience	125	
Ethiopia	Coffee	The Root of Coffee and Much More	125	
PIF (Pacific Islands Forum) Marshall Islands, Kiribati, Nauru, Papua New Guinea, Samoa, Tonga, Tuvalu	Spices	The Pacific perspective: Tradition Meets Innovation in Nurturing our Environment and Securing a Sustainable Future.	250	
Gabon	Cocoa and Chocolate	Food that Benefits all Lifestyles	250	Bronze in Exhibition Design
Gambia	Fruits and Legumes	Sustaining the Growth of Micro, Small and Medium Sized Enterprises (MSMEs) in Horticulture for Food Security and Poverty Reduction	125	
Ghana	Cocoa and Chocolate	Your Wealth, Health, and Heritage	125	
Greece	Bio-Mediterraneum	Greek Food: Sharing the Flavors of Health	125	
Guatemala	Coffee	The Heart of the Mayan World	125	
Guinea	Fruits and Legumes	Fruit and Legumes, an Engine for Socio-Economic Development and Poverty Reduction in Guinea	62.5	
Guinea Bissau	Islands, Sea and Food	Seafood and Savannah Agriculture	60	
Haiti	Cereals and Tubers	From the Earth to the Plate, Let's Share and Enrich our Heritage	125	
Kenya	Coffee	The Land of Unlimited Possibilities	125	
Kyrgyzstan	Fruits and Legumes	All Nature is Here	125	

Partecipanti Ufficiali	Cluster	Tema	Area (mq)	Expo Milano 2015 Awards
Jordan	Arid Zones	Food Security and Biodiversity: Initiatives in Jordan	125	
Laos	Rice	Rice Biodiversity – Food and Lao Culture	125	
Lebanon	Bio-Mediterraneum	The Lebanese Art & Soul	125	
Liberia	Arid Zones	One World, One People	83.3	
Madagascar	Islands, Sea and Food	Discovering Madagascar's Marine Biodiversity: Healthy and Sustainable Food	60	
Maldives	Islands, Sea and Food	Fishing – The Lifeblood of Maldives	60	
Mali	Arid Zones	Food Safety in the Context of Climatic Change, Rural Innovation and Sustainable Development of Natural Resources	125	
Malta	Bio-Mediterraneum	Derived from the Past, Preserved for the Future, Experienced at Expo Milano 2015	125	
Mauritania	Arid Zones	Irrigated Culture under Palm Trees of the Arid Regions of the Desert and Dairy Food	125	Bronze in Theme Development
Montenegro	Bio-Mediterraneum	Healthy with Every Bite!	250	Gold in Exhibition Design
Mozambique	Cereals and Tubers	From Tradition to Innovation: Feeding Lives and Nurturing Dreams	125	
Myanmar	Rice	Feeding the Future with Safe, Nutritious and Traceable Rice/Food	125	
Palestine	Arid Zones	Old as Olive Tree, Young as Olive Fruit	125	
Rwanda	Coffee	Coffee Journey to a Prosperous Land of a Thousand Hills	125	

Partecipanti ufficiali	Cluster	Tema	Area (mq)	Expo Milano 2015 Awards
San Marino	Bio-Mediterraneum	Small Enough to be Big	125	
Sao Tomé and Príncipe	Cocoa and Chocolate	Biodiversity with Cocoa and Culture of Happiness	125	
Senegal	Arid Zones	Produce, Nourish and Protect: the Challenges of Food Security and Sustainable Development in Senegal	125	
Serbia	Bio-Mediterraneum	Taste Food, Feel Life	250	
Sierra Leone	Rice	Food Security – A Means to the Agenda for Prosperity	125	
Somalia	Arid Zones	Plentiful Life from a Little Water: Somalia – its Animals, its Fragrances	62.5	
Sri Lanka	Fruits and Legumes	A Green Paradise	125	
Tanzania	Spice	Experience Tanzanian Culture through Food and Spices	125	
Timor-Leste	Coffee	The Tale of the Timorese Coffee Farmer	125	
Togo	Cereals and Tubers	Cereals and Tubers Contribution to Food and Nutritional Security of the People of Togo	125	
Tunisia	Bio-Mediterraneum	Tunisia, Naturally Generous	250	
Uganda	Coffee	Enhancing Food Security with Coffee	125	
Uzbekistan	Fruits and Legumes	Taste of the Sun	250	
Vanuatu	Spices	Go Organic for Better Life	125	
Venezuela	Cereals and Tubers	Venezuela Feeds its People's Awareness	375	Silver in Exhibition Design
Yemen	Coffee	Mocha Coffee and Sidr Honey, Yemen's Gift to the World	125	
Zambia	Fruits and Legumes	Come, Let Us Make Food	125	
Zimbabwe	Cereals and Tubers	Food Security, Sustainable Development: a Healthy Zimbabwe	125	

Arid Zones

Steppes, rock, sand: aridity has a thousand nuances, and the Arid Zones Cluster **has been showing them all.**

Countries with the most diverse cultures, as unique as the dunes in a desert, but with the commonality that all are making wise use of resources and have an unshakeable hope for the future. The countries of this cluster represent a large swath of the planet, from the Atlantic to the Indian Ocean, through the Mediterranean and the Red Sea. Areas that were the birthplace of the oldest civilizations and that today are facing fundamental challenges for their future and the rest of the planet.

The calm after the storm
A man of the desert sees the world as made of two basic elements: storms to shield oneself from and oases where one finds refuge. The Arid Zones Cluster wanted to give visitors a chance to experience this world first-hand. The space was planned to recreate the impression of crossing through a sandstorm, entering narrow passages where vision is reduced to a minimum. Once inside, the visitor notices a feeling of peace and rest. Rising in the centre of the Cluster is one of the installations for the Zero Hunger Challenge created by the United Nations that explained the challenges of food security in the arid zones. All around it were large panels bearing images by George Steinmetz, the master of reportage.

The culture and tastes of the desert

Shaped like large rocks, the pavilions of the participating

- Eritrea
dan

- Mali
- Palestine
- African
public
legal
malia

countries rose around the perimeter of the cluster. Walking into each of them, the visitor discovered the unknown riches of these dry climates: ancient artefacts and innovative irrigation technologies, enchanted landscapes and hypnotic music, caravans of dromedaries and thousand-year-old cities. Many of these countries also offered a taste of their typical foods, surprising visitors their senses with unexpected flavours and aromas, hot and spicy, full of the inexhaustible strength of the desert sun.



PROJECT DETAILS

↪ Exhibition content:
Politecnico di Milano

↪ Scientific advisor:
Luisa Collina

↪ Concept and exhibition layout:
Michele Zini, Alessandro Biamonti, Barbara Camocini

↪ Total area:
4,030 sqm

↪ Exhibition area:
1,250 sqm

↪ Common area:
2,715 sqm

↪ Events area:
253 sqm

↪ Photographic exhibition in the common area
"Fly over the deserts":

George Steinmetz flies over the deserts in a special motorized paraglider and photographs the Earth calmly and quietly.

"I tried to show the diversity of the deserts and each ecosystem is unique but there are different strategies that the plants and animals and people there use to survive and so I was trying to document that variety."

↪ Participants:
Djibouti - Eritrea - Jordan
Liberia - Mali
Mauritania - Palestine
Central African Republic
Senegal - Somalia



DJIBOUTI

In the Djibouti exhibition space, visitors discovered the biodiversity that characterizes the country through panels with photographs of coral reefs and mangrove forests, typical of this region.

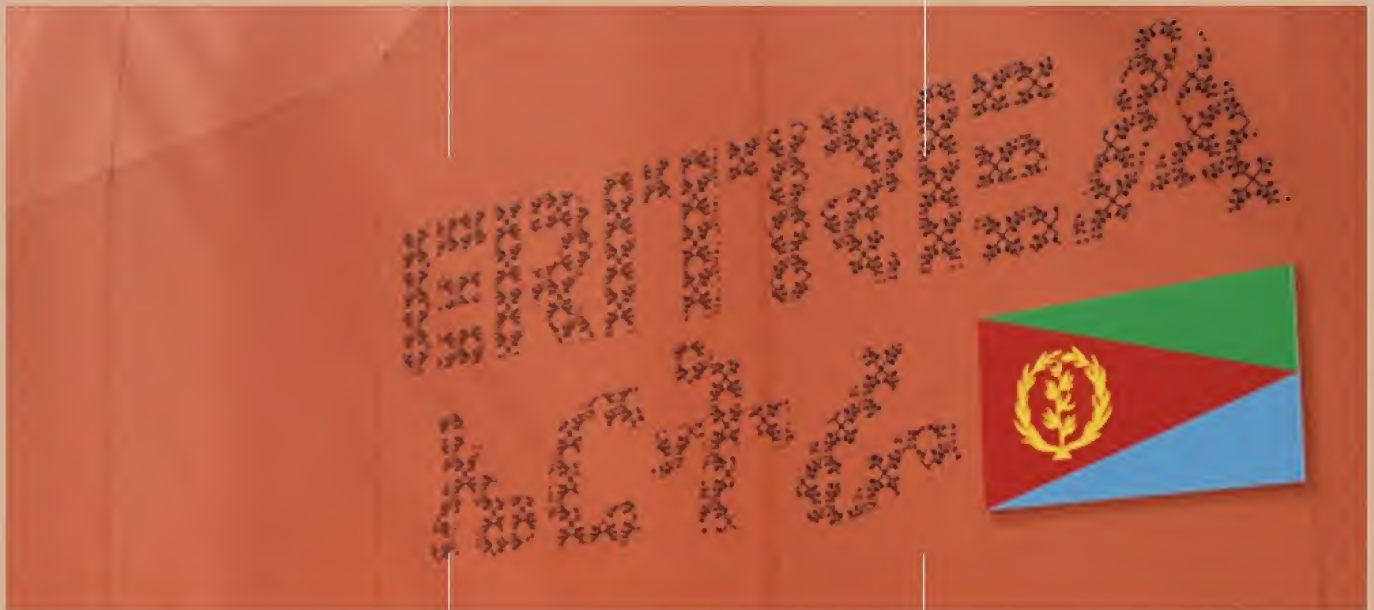
Inside glass cases Djibouti's traditional objects were displayed: wooden and teak vases used by nomadic tribes, colored bone combs and paintings, afar knives, silver daggers with decorations and a special basket made of coconut wood, used to store spices, light - ideal to carry. Another unique display contained a pair of shoes made from camel leather: very resistant, suitable for rocky and steep soils.

On a table was also recreated a convivial corner with bowls, spoons and wooden containers, designed to eat together while sharing food from the same serving dishes.

Theme: Land of a Thousand and One Flavors

Size: 62.5 sqm

At the center of the Pavilion a variety of country's typical scents and colorful spices were displayed in baskets (ginger, cinnamon, cardamom, cumin, cloves, pepper, black cumin used to treat wounds and abrasions).



ERITREA

The theme of Eritrea highlighted the sustainability of traditional agriculture and the potential of natural resources as a valuable food reserve for rural communities. The country wanted to underline how, even in a dry environment, it is possible to overcome the challenges related to water scarcity and to emphasize the cooperative approach by introducing the traditional food.

At the center of the exhibition space of 125 square meters were two traditional ovens: the classic mogogo, found in all traditional homes, which is created using biomasses other than wood, and the adhanet mogogo, designed to have a better energy efficiency and combat desertification.

Inside the pavilion, visitors could find information materials, posters and brochures about different agro-ecological areas of the country and

Theme: Flourishing in Arid Zones,
The Eritrean Experience

Size: 125 sqm

the challenges they face caused by desertification, the techniques to preserve "every drop of water" by building embankments and artificial ponds for agriculture, fishing and watering of livestock. Short video clips illustrated the individual phases of the food production chain, traditional cultivation and harvesting methods, the countermeasures adopted to stop the desertification (in the Sheeb area in particular) and about multiple uses of jujube.



GIORDANIA JORDAN



JORDAN

Set up with suggestive photographs of landscapes, Jordan's exhibition space was composed of sections focused on important topics: biodiversity conservation, responsible use of water, food safety, a model of ecotourism that promotes enjoying the gifts of nature responsibly and best practices adopted by the country. Entering, visitors immediately found the restaurant area with welcoming images of plant species that characterize Jordan on the adjacent wall. At this point, the exhibit focused on safeguarding the country's biodiversity, responding to the needs of future generations. The Pavilion underlined the importance of plants, the base element of all the main human activities including production of food, fabrics for clothing and construction timber. Another key theme of the space was

Theme: Food Security and Biodiversity: Initiatives in Jordan

Size: 125 sqm

the conservation of the delicate honeybee ecosystem (Jordanian honeybees originate mainly from the Levant, pollinating both wild flowers and agricultural crops). The HOBOS project (Honey Bee Study Online) was presented with a video entitled "From Jordan and Germany to the World for Better Education", which promoted interactive teaching and connected students from nine countries around the world.

One area was also dedicated to colorful sand, a traditional art form brought by the Abu Sarhan family from the southern region of Aqaba, a region characterized by sandy beaches and a coral reef that is among the most pristine in the Red Sea, thanks to careful planning for habitat conservation. The Pavilion's small restaurant prepared typical Jordanian dishes

that could be eaten in the outdoor dining area. The menu offered dishes like kebab, baba ganush cream, rice and almond chicken dishes, falafel served with hummus, meat and spinach safayeh.



LIBERIA

"Liberia's experience at Expo Milano 2015 was a fairy tale, even if it started with a critical situation: the Ebola problem. A virus that has been defeated in the end thanks to the help of the international community, the Liberian people and our President Ellen Johnson Sirleaf", - with these words the Commissioner General of Liberia inaugurated the National Day of the Country at Expo Milano 2015. Liberia took part in the Event at a particular moment, coinciding with the Ebola emergency.

The Pavilion was set up thanks to the fundamental support of three partners: a salumi factory in Lamezia Terme (Salumi Mena), a pastry shop in Agrigento (Pasticceria La Torretta) and the San Patrignano Community. The objective was to sensitize the world on the problem of the epidemic (in particular by activating a project

Theme: One World, One People

Size: 83.3 sqm

in favor of the orphaned children) and to revive the local economy, transmitting to the Visitors the country's great economic and social potential.

The San Patrignano Community provided furnishing elements, born thanks to the "Barrique, the third life of wood" project. Guided by internationally renowned artists, the youths of the Community created tables and chairs from recycled wooden slats and old barrique parts (230-liter barrels used for wine production). The recycling of these materials symbolized both the rebirth of wood and, metaphorically, that of the volunteers who worked there. Architect Michele De Lucchi designed the "Doga" table that exploits the curves of the barrels for the four legs - slightly re-entrant to the floor. Designer Patricia Urquiola drew "Baco", a particular rounded

multi seat bench, that reminded the shapes of nature. Rudolf Goldschmidt took care of the "Poggio" session, while Anna Zegna conceived the "Virgola" (comma) deckchair, which is inspired by the punctuation mark to indicate a pause.

The Pavilion's restaurant offered both typical Liberian and Italian dishes from territories that helped the country participate at Expo 2015. A fusion menu that was a success with the visitors': rice with beef and vegetables and Sicilian sweets, rice with fish and vegetables and artisan granite, etc.



MALI

The Mali Pavilion was inspired by the concept of Togoda, an agro-pastoral community representing the life and development of rural areas. The objective was to promote local production system and the country's commitment to food security while coping with difficult climatic conditions. The exhibition portrayed the reality of Mali and its inhabitants. Starting from the beautiful images of landscapes and everyday life, the visitor explored the two characteristic elements of rural life in Mali: the desert nomad shepherds' tent and a 3-meter handmade pagoda, traditionally used by fishermen and transporters in the Niger delta. The projected documentary about the rural areas enriched the visit, giving more information on local agriculture and its products - some of which were on display at the Pavilion. One of these products was millet:

Theme: Food safety in the context of climatic change, rural innovation and sustainable development of natural resources

Size: 125 sqm

not only highly nutritious and resistant to hot climates, but it is also gluten-free. The exhibit was completed by other symbolic elements of Malian culture: antique wooden furniture, musical instruments, traditional jewelry, and henna staining service, offered by local staff dressed in traditional clothes.



MAURITANIA

Inside the Pavilion a typical desert oasis was reproduced: the chadouf well in the center, a symbol of Mauritania's presence at the Universal Exposition, aimed to raise awareness of the importance of water, a rare and precious resource for the Country. This well, a simple but ingenious tool, has been used since antiquity in these desert areas to draw water from rivers and lakes and feed the irrigation channels. The wells always remain active thanks to the flow of seasonal streams during the winter. The Pavilion's installation was surrounded by an educational vegetable garden.

Mauritania's exhibition space was decorated with traditional curtains and information panels that summarized the challenges related to desertification, water supply, fishing and breeding. A video installation presented the main characteristics of local agriculture

Theme: Irrigated Culture under Palm Trees of the Arid Regions of the Desert and Dairy Food

Size: 125 sqm

Awards: Bronze in Theme Development

and traditions of the country. These traditions were documented in 12th century manuscripts - written in ancient Arabic and preserved in glass cases - from the so-called "Desert libraries" (the medieval towns of Chinguetti, Ouadane, Tichitt and Oualata).



PALESTINE

The Pavilion was built around an olive tree with its trunk wrapped in the Palestinian flag. The tree represented a symbol of peace and was the main element of the exhibition space. Visitors could buy wooden craftwork from Palestine: in line with the theme, it was exclusively made from olive tree branches cut for seasonal pruning or broken by natural causes, collected and processed by the artisans of Bethlehem. There were other handmade objects presented at the Pavilion: precious embroideries, hand-painted ceramics and blown glass art pieces.

A panel in the exhibition area illustrated the traditional costumes of Palestine's different regions. Visitors discovered the art and tradition of ceramics and glassblowing, the beneficial effects of the Dead Sea salt and olive oil cosmetic products.



Theme: Old as Olive Tree,
Young as Olive Fruit

Size: 125 sqm

The Pavilion's restaurant prepared typical gastronomic specialties: for the North - falafel accompanied by hummus, kebbeh and ozzi, while as examples of southern Palestinian dishes of the south - maqlubeh and mutabbal.

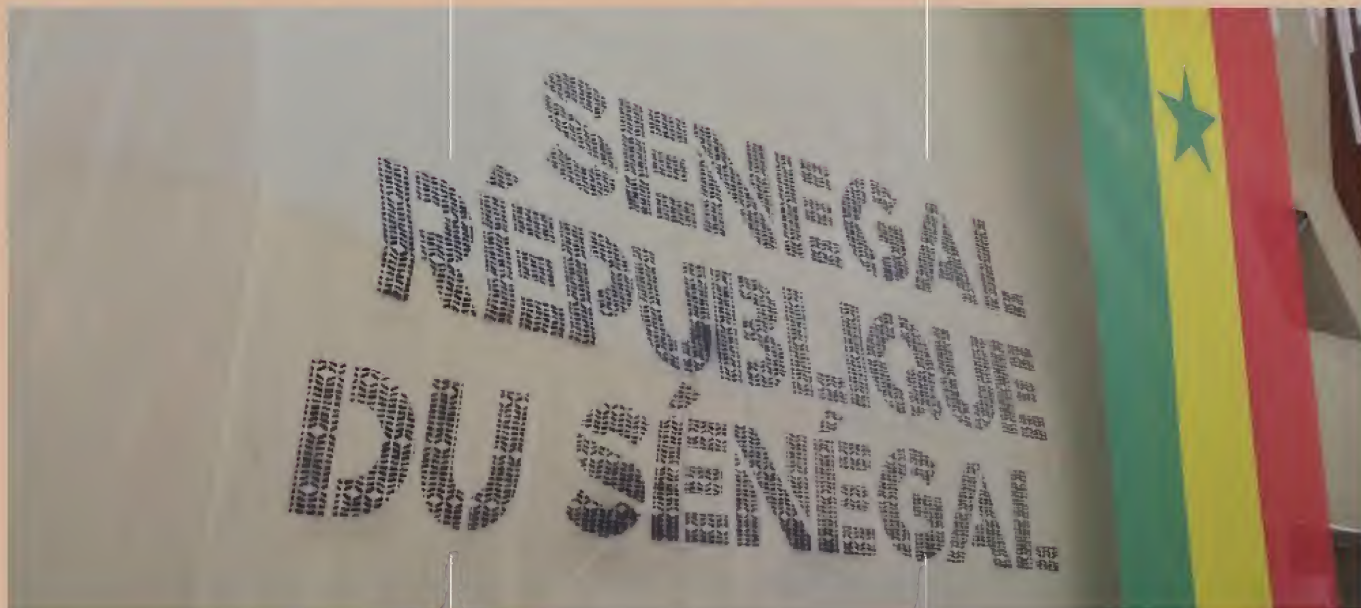


CENTRAL AFRICAN REPUBLIC

The Pavilion represented a market, a typical meeting place and exchange of agricultural products, where visitors could discover the specialties of the Central African Republic: bags, jewelry, accessories, statues and statuettes of the most varied colors and shapes, but also peanuts, millet, sesame seeds, white corn, cocoa beans, green coffee, pumpkin seeds, dried mushrooms, hibiscus flowers. The walls were decorated with traditional wooden masks from Central African villages - a fundamental element of local culture. These objects have mainly symbolic and spiritual meanings and are used for religious rituals and ceremonies. In addition, the Pavilion exhibited numerous local works of art and many timber samples from 100 different specimens of African forest trees.

Theme: Agriculture and Nutrition
in the Arid Zones

Size: 83.3 sqm

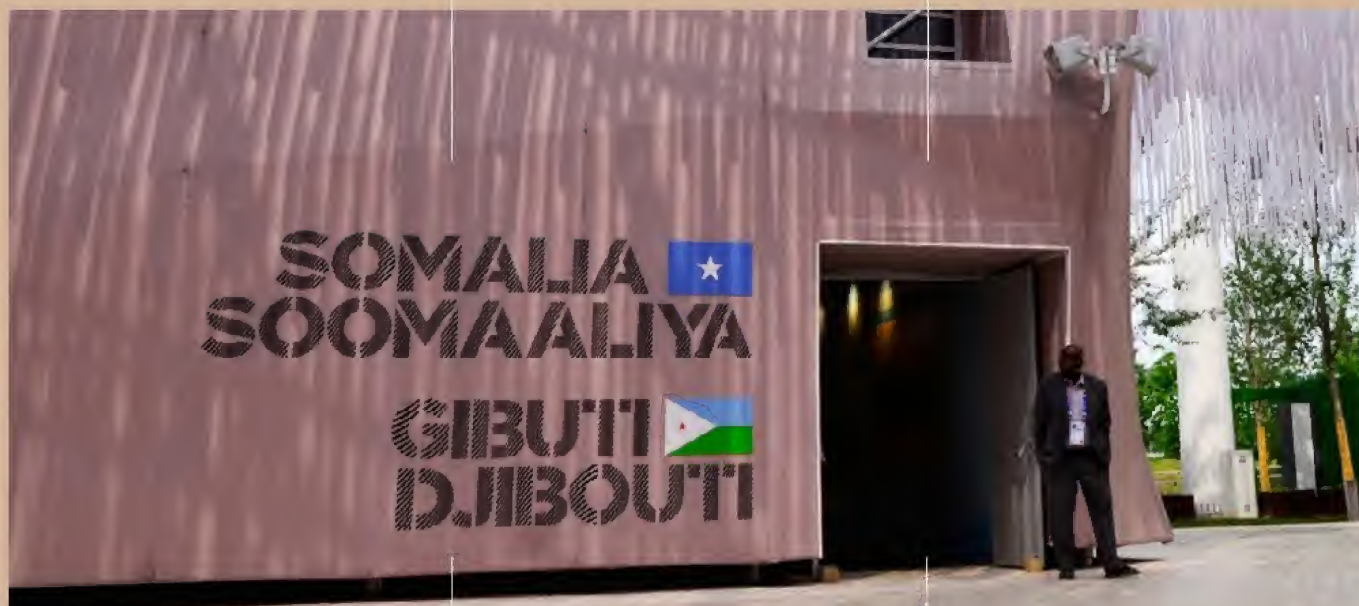


SENEGAL

The Senegal exhibition space's theme focused on the traditional crop farming and country's commitment to ensure food security by making best use of the resources in an arid territory.

The Pavilion promoted agricultural products and their local derivatives: numerous fruit varieties, exotic juices, cereals and shea butter in its various uses. At the center of the area, a three-dimensional reproduction of a baobab tree symbolized Senegal's participation at Expo Milano 2015. Around this baobab visitors could enjoy an exhibition of images and typical products, works of art and souvenirs.

Theme: Produce, Nourish and Protect: the Challenges of Food Security and Sustainable Development in Senegal
Size: 125 sqm



SOMALIA

Somalia aimed at spreading a greater knowledge and a different perception of the country in public opinion, underlining the opportunities offered by this land. The decision to share an exhibition space with the neighboring Djibouti came from commonality of these two participants: similar languages, traditions and environmental characteristics.

However, both countries maintained a precise identity, each developing an exhibition focused on typical products and specific resources. Immersed in rich aromas of incense, in particular, the locally produced Frankincense, visitors were able to learn about the Somali agriculture, nomadic pastoralism, local fisheries, as well as tasting typical teas and coffees.

The route was completed by a display of handcrafted wooden sculptures, food and textile

Theme: Plentiful Life from a Little Water: Somalia – its Animals, its Fragrances

Size: 62.5 sqm

products, and paintings by local artists. The Pavilion also hosted an exhibition dedicated to "Convention on the Rights of the Child", as Somalia is the last country to have ratified it.

Bio-Mediterraneum

Health, Beauty and Harmony

The concept of this Cluster was based upon **Mediterranean cuisine** and the way of life in this area, with a special emphasis on participation and integration.

The Cluster aims to recreate the colors, tastes, and aromas that are typical of Mediterranean countries and their cultures. Official partner of Expo Milano 2015 for the Bio-Mediterraneum cluster was Sicily Region.

Evoking the image of typical **Mediterranean towns**, the Cluster featured a large main central square, hosting four kiosks where visitors could sample and purchase local foods and other products. The main square was paved in various shades of blue, reminiscent of the Mediterranean sea.

The Cluster Structure

The open area between the various member countries' Pavilions was paved in blue, characteristic of the **Mediterranean sea**. In the center of the

structure were the traditional open-air cooking areas representing a classic image of this region.

There, visitors found a selection of products typical of Mediterranean cuisine (olive oil, bread, and various wines) and had the chance to take part in food preparation classes, or attend **cooking demonstrations**.

Places and food constituted the central theme of the Cluster, a **story told with images, literature and cinema**. The design of the Cluster integrated the structures needed to tell these stories.

Stories of a civilization

The **Mediterranean sea** connects three continents: Europe, Africa, and Asia. This region is a melting pot of populations where history, civilizations, and the natural environment have blended over time. Food has played a vital role in helping to preserve the unique qualities of this area and, over

many centuries, a wide array of food traditions have formed, based on local resources such as wheat, olives, and grapes.

In the Mediterranean area, a meal is seen as an essential aspect of social and cultural life. The main characteristic of the **Mediterranean diet** is that of taking the time to enjoy a meal, replete with the local rituals connected to the communal eating experience.

The people of the Mediterranean area probably spend more time preparing and eating their meals than do those anywhere else in the world. The Mediterranean

diet is not only considered healthy but it also protects **agricultural biodiversity**, while local cultivation methods respect sustainability criteria.



PROJECT DETAILS

- Exhibition content:
Università Degli Studi, Napoli
- Scientific advisor:
Cherubino Gambardella
- Concept and exhibition layout:
Cherubino Gambardella, Stefano Guidarini, Camillo Magni, Lorenzo Capobianco
- Total area:
7,304 sqm
- Exhibition area:
2,625 sqm
- Common area:
4,350 sqm
- Events area:
486 sqm

→ Photographic exhibition in the common area

In the photographs of Ferdinando Scianna, the Mediterranean tells a story of families, gestures, rituals and traditions. Scianna, a photographer-member of the international Magnum cooperative, talks to us about food through photographs as well as memories, flavors, and the places where these have been experienced.

→ Participants:

Albania – Algeria – Egypt – Greece – Lebanon – Malta – Montenegro – San Marino – Serbia – Tunisia



ALBANIA

Entering the Pavilion, the first thing that visitors noticed was a wooden mill – an installation by artist Edi Hila. The work represented on one hand the country's religious coexistence and on the other - creation of the bread of the world, symbol of life given by God. Bread became an emblem of the family gathering at the table, a moment full of meaning and tradition, while the mill symbolized the transformation of life. The wheat, thanks to the use of water and wind, is ground into white flour to become bread. It symbolizes new life.

The installation consisted of two parts: the mill in the central space welcomed those who entered the Pavilion, while in the back two parallel stairs led to a container full of water, a symbol of life. The water and the mill together represented hospitality and cohabitation, typical of Albanian culture.

Theme: Our Food, Our Story, Our Mystery...

Size: 125 sqm

On the walls of the Pavilion there were also screens projecting films of landscapes, museum interiors, recipes, craftsmanship, sites of historical interest, interspersed with moments of daily life that showed Albania's increasing European integration.



ALGERIA

The Pavilion recreated an Algerian house: the interior was entirely covered with latticework panels according to the design of a mashrabiyya, which favors the transpiration of buildings, while a typical incense burned in the center. Above, a circular screen projected a film about the Earth's transformations for the benefit of humans. The video was accompanied by verses from the Quran, Sura 80, which illustrates the cycle of cultivation.

The evolution of the Algerian landscape could be seen on two screens on the entrance wall, while a photographic journey presented the oasis of Tolga, famous for the production of the Deglet Nour, the "date of light" - so named for its ability to reflect light. Another area was dedicated to rihla, the art of good eating and good living. The floor was covered with

Theme: Agricultural Heritage and Technological Development for Food Self-Sufficiency

Size: 375 sqm

Awards: Gold in Theme Development

traditional rugs that made Algeria famous throughout the world. Each represented a region, while in the center there was a reproduction of the award-winning carpet at the first Universal Exhibition in Paris in 1806.

Algeria brought its culture to Expo Milano 2015 thanks to a large collection of ancient and precious objects. The main piece was a mosaic dating back to II-III Century AD, but discovered only in 1905, lent by the Lambèse museum.

The mosaic tells the story of a nymph named Cyrene, virgin huntress, daughter of a naiad Creusa and Ipseo, king of the tombstones. Apollo fell in love with Cyrene after seeing her fight with a lion, and decided to kidnap the nymph. The fruit of their love was Aristaeus, who was honored like a God for having taught men the beekeeping, cheese production,

pastoralism and olive tree cultivation.

To end the visit on a delicious note, the Pavilion's restaurant offered a rich menu of Algerian specialties, inspired by Mediterranean and Berber cuisines: barley couscous with swordfish, apples stuffed with almonds and rose syrup, orange rice cream to name a few.



EGYPT

The exterior of the Egypt Pavilion was populated with statues and typical artifacts in enameled wood, including a reproduction of the sarcophagus of Tutankhamun. A large painted panel at the entrance explained the importance of local gastronomy and the land's fertility for the country. Through dedicated tablets, the goddess of motherhood and magic Isis recounted the history and typical recipes to the visitors.

The first hall of the Pavilion was composed of four painted columns that converged into a small dome, where nocturnal landscape of the pyramids was depicted. The film "Food: rhythm of life" offered insights on most popular dishes and ingredients, while on a white fringed curtain the projection of a woman in typical clothes invited to continue the journey, almost like a passage to another space-time

Theme: Egypt, the Never Ending Story

Size: 375 sqm

dimension.

The second room featured videos of daily cuisine and a virtual tour of the Nile on a typical boat. Next to the holograms illustrating traditional dances, there was a bowl containing seven cereals consumed for the occasion (wheat, barley, soy, lupine, chickpeas, lentils, rice and corn), as explained by the thematic itinerary "Genes and Memes", which illustrated foods originally consumed in Egypt (genes) and the imported ingredients (memes) that ended up becoming an integral part of local culture.

The third room had interactive TVs that allowed visitors to take pictures in traditional clothes.

The final corridor housed the gift shop and restaurant, where it was possible to discover the variety of flavors and colors of the Egyptian cuisine.



GREECE

Greece celebrated its gastronomic tradition, which embodies the principles of the Mediterranean diet without sacrificing taste. The country's theme "Sharing the flavors of Health" represented its contribution to the challenge launched by Expo 2015 to guarantee the "Energy for Life", a healthy and sufficient diet for everyone. The elements of Water, Earth and Air were the basis of the Pavilion's project: the essence of the territory of the Hellenic peninsula and represented gastronomic landscapes characterized by unique ingredients. The Mediterranean Air was reproduced in light blue sheets hanging from the ceiling: by moving they made the air a tangible presence inside the exhibition space. The Earth was represented in an unbaked clay wall with two screens. The first screen projected traditional Greek dishes and their preparations:

Theme: Greek Food: Sharing the Flavors of Health

Size: 125 sqm

cheese, vegetables, honey and oil, on the other screen - projections increased the significance of some small objects of daily use in manual activities related to the earth (a weaving spinning wheel, a wooden bucket and a bowl).

A turquoise recycled glass wall symbolized Water, celebrating the sea as a source of wealth whose fruits have always been an integral part of the Greek diet. Another screen presented the most famous fish-based dishes, while a propeller, an astrolabe and a telescope recalled the role of Greece as the home of navigators.

Main attractions of the Pavilion were the two interactive touch screen tables in the central area, dedicated to the land and the sea.

The Greece Pavilion gave a truly multisensory experience: a wall was decorated with a wide range of the best aromatic plants used in the

local dishes: basil, rosemary, sage, mint and thyme with their perfumes allowed to immerse the visitors in the "smelling landscape" of the peninsula.



LEBANON

The colors of the Pavilion were inspired by National flag, which was projected on the big central screen, while the red of the walls was the same shade as the ink anciently extracted from the Murex shell by the Phoenicians.

The inlaid white ceiling, decorated with the words of the national anthem, recalled traditional Lebanese houses. The majestic chandelier represented the green of the cedar - national symbol - thanks to the bottles of oil and wine that formed it.

At the entrance the visitor could discover the morphology of the territory thanks to an interactive resin model. The same augmented reality was used to illustrate the traditional Lebanese menu in an innovative way: passing the device over the pictures of the dishes, we obtained 3D models full of information and curiosity.

Theme: Cuisine: the Lebanese
Art & Soul

Size: 125 sqm

The restaurant offered a variety of dishes: appetizers such as baba ghanoush (roasted eggplant purée), kibbeh (lamb meatballs cooked in yogurt) or tabbouleh (bulgur salad with parsley, minced spring onions and mint leaves, finely chopped tomato and cucumber), meat prepared according to local traditions. Chef Jad Simionides' hummus bi tahini was also particularly popular. The desserts, presented with a great variety typical of Lebanese cuisine, were mainly made with almonds, pistachios and cashews.



MALTA

For centuries, a crossroads for different peoples and a meeting point for the three continents facing the Mediterranean, Malta brought its traditional flavors and a profoundly innovative economy to the Universal Exposition. The country's symbol, honey, "fruit of the sun" that warms this land, symbolizes the sweetness of the people of Malta. Together with typical Mediterranean specialties such as wine, oil and bread, honey has been used since ancient times in many traditional dishes of the rich local gastronomy.

The concept of the Pavilion strongly recalled the chosen theme. Inspired by the shapes of a beehive, not only a place for food conservation, but also a space dedicated to life and community work: Malta's exhibition space was a dome composed of hexagonal shapes. At the entrance visitors

Theme: Derived from the Past, Preserved for the Future, Experienced at Expo Milano 2015
Size: 125 sqm

were greeted by the vivid colors typical of the sunny Mediterranean: the yellow of the sun, the blue of the sea, the green of the ecosystem, the red and the white of the country's flag. Installations around the Pavilion invited visitors to explore the smallest and the most southern European country. Malta is not only its past: the island was presented as lively and modern, and naturally attractive for tourism. Concerts and show cooking events that took place during the semester were only a small preview of this corner of the Mediterranean to be discovered in all seasons. The aim was to preserve the culture and traditions of the past and to pass them on to future generations.



MONTENEGRO

A country fortunate to have favorable climate and geographical position, it can count on a rich and quality agricultural production, as well as on booming tourism, Montenegro participated in Expo Milano 2015 with a leading role in the Bio-Mediterraneum Cluster. Montenegro presented itself as a small country but with great opportunities, a meeting of traditions and modernity, a territory capable of combining conventional materials, interactive screens and multi-sensory experiences. The exhibition space was designed by a young world-renowned Montenegrin architect Marko Brajović. The interior concept was inspired by one of the priceless natural beauties offered by Montenegro: Durmitor, the highest mountain in the country, recreated in a ceiling installation. The shapes of the mountain

descended from above with simple but sophisticated lines and were reflected on the floor, thanks to a circular mirror that symbolized a lake, reproducing the logo of the Pavilion and a typical view of Montenegro.

A circular bench surrounded the lake-mirror, resembling frequent convivial moments as country's tradition: visitors could sit down to admire seasonal views of Montenegro's beautiful landscapes on the large central screen and interactive horizontal totems.

The images "took" the visitors to different regions of Montenegro.

An exhibition of classical paintings lent by the national museum of Montenegro completed the Pavilion. Visitors also could buy handmade souvenirs and taste some typical dishes.

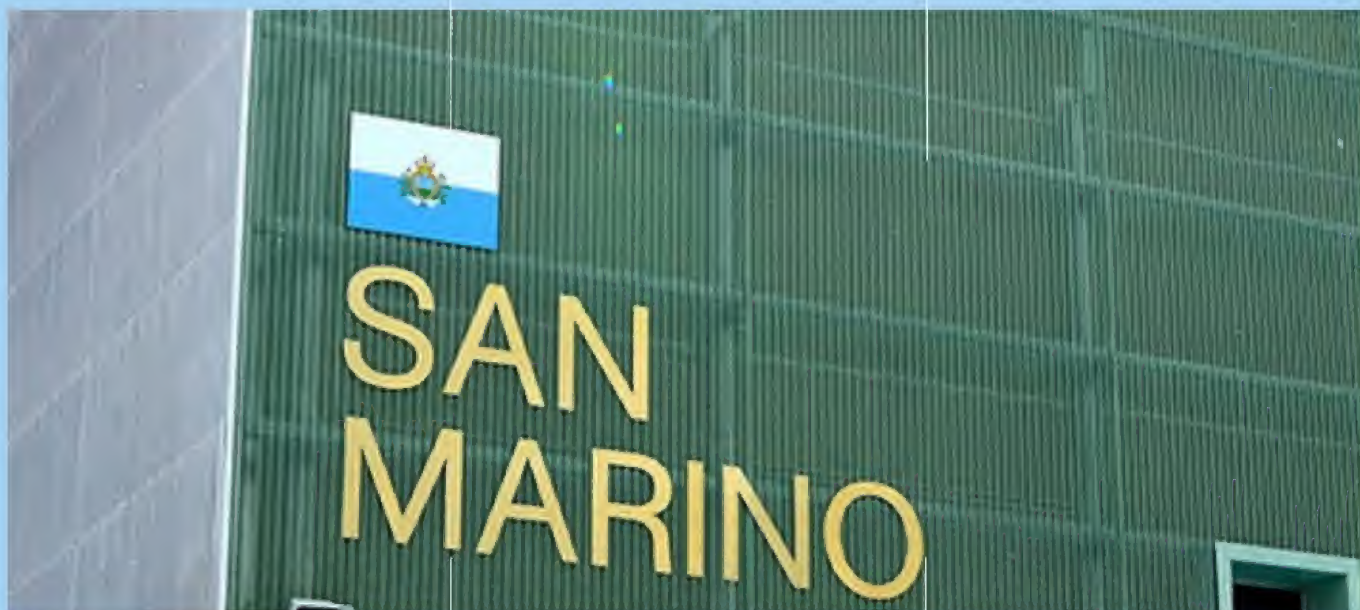
Montenegro was able to seize the opportunity to promote itself as

Theme: Healthy with Every Bite!

Size: 250 sqm

Awards: Gold in Exhibition Design

an emerging tourist destination, as well as an interesting destination for international investments, developing cooperation with other Participants and local companies. A virtuous example of this was undoubtedly the Montenegro Economic Forum, which saw the participation of numerous public and private institutions. The Chamber of Economy of Montenegro promoted the forum.



SAN MARINO

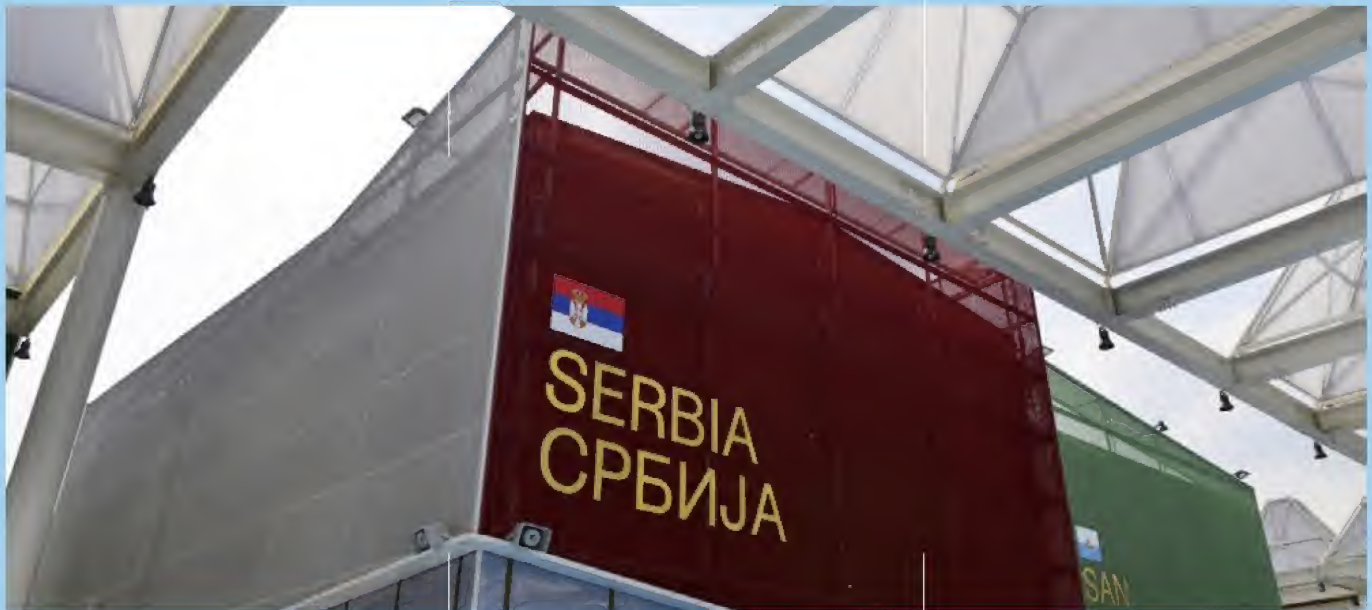
San Marino was present at Expo Milano 2015 with a pavilion where small dimensions were compensated by a great personality. Within its borders of only 61 square kilometers, the Republic of San Marino specializes in quality agro-food products in six supply chains traced and certified by Consorzio Terra di San Marino: grain, wine, honey, oil, meat, milk and derivatives.

The theme proposed for participation in the Universal Exposition made reference to the country's ability to concentrate within a very small area high quality standard of local production, enriched by simplicity, tradition, technology and elegance. The exhibition space contained traditional food products and typical crafts. At the entrance a large video wall and information graphics welcomed the visitors,

Theme: Small Enough to be Big
Size: 125 sqm

while the heart of the exhibition was a multimedia table that represented a family and, in a broader sense, the community that faces new challenges. The ceiling was decorated with a scenic installation of blue forks that resumed the theme of conviviality and the logo of the Pavilion. On the first floor, a cozy lounge designed for B2B meetings confirmed the country's desire to exploit the Universal Exposition to highlight its riches and quality products through exhibitions, show cooking, food-tastings and commercial activities.

The visitor data show that the San Marino staff's communication skills have hit the mark: the number of visitors reached a total of twice of what was estimated.



SERBIA

"The future is sharing" was the message that immediately appeared entering the Pavilion: the answer to questions posed by Expo Milano 2015 on the future of food. Thus Serbia, a historic melting pot of peoples and cultures, welcomed visitors as dear guests of the Balkan Country, a land of contrasts that combines tradition and modernity the same way it mixes different flavors of traditional cuisine. The enormous stone mill that was inside the Pavilion resumed this contrast, recalling on one side an ancient mill, and on the other involving visitors in bread preparation process through multimedia technologies. The theme was then developed in three paths that explained Serbia's history and the evolution of its gastronomy: "Grain and water" explored the development of local cuisine and the spirit of its people without losing sight of

Theme: Taste Food, Feel Life

Size: 250 sqm

sustainability. "Organic Serbia" re-proposed traditional recipes based on naturally grown ingredients, such as raspberries that inspired the color of the exterior of the Pavilion. "Fusion Cuisine from Serbia" saw food as a tourist attraction and as an indispensable interpretive key to explore the life, culture and traditions of a country. Serbia together with the other Participating Countries contributed to animating the Bio-Mediterranean Cluster by proposing numerous events, tastings and concerts. In particular, the musical performance by Goran Bregovic (a well-known ambassador of the Balkan music worldwide) on the Cluster's stage in the occasion of Serbia's National Day, was greatly appreciated by visitors.



TUNISIA

Entering the Pavilion, visitors could not resist the invitation to sit on traditional carpets and low stools covered with typical fabrics in the center of the room, immersed in a gentle darkness. That's when the journey began.

Located inside the Bio-Mediterranean Cluster, Tunisia's exhibition space represented a natural ecosystem that reproduced the country's cultural heritage: with scenes taken from the daily life of the farmers or the preparation of traditional recipes.

On a wavy cloth that recalled the sandy dunes of the desert, a video was projected, accompanied by rhythmic and involving music: an ancient legend of the "enchanted oasis". A homage to the oasis of Gabes, one of the few remaining in the world, the video explained to visitors the birth of the Deglet Nour - "date of light" palm, of which

Theme: Tunisia, Naturally
Generous

Size: 250 sqm

Tunisia is one of the main exporters in the world.

The country's theme at Expo Milano 2015 recalled the great potential of Tunisia for its location in the heart of the Mediterranean, surrounded by lush landscapes rich in olive groves, beaches, dunes, grain fields, forests and palm groves. The vital force of this exhibition space that recalled an enchanted oasis was the key concept of the project.

Cereals and Tubers

Old and New Crops

The Cereals and Tubers Cluster was located on the Decumano between Iran and Morocco, and while approaching it one noticed an enticing aroma of freshly baked bread. These were the fresh-baked delicacies from Varvello, a sponsor of the Cluster.

Holograms for group photos and cases brimming with tubers and corn

The countries participating in this pavilion were Bolivia, Congo, Haiti, Mozambique, Togo, Venezuela and Zimbabwe, each with its particular evocative space showing the typical foods of their area and more. Inside the area dedicated to **Venezuela** was a huge hologram full of interactive displays about this South American country, ideal as a backdrop for

group photos of visitors. In the **Bolivian space**, very colourful walls held transparent containers of local cereals and tubers. In the **Togo** space, visitors could discover the typical foods of this country such as manioc, tapioca, corn and sorghum, while in the **Haiti** area, colourful baskets showed its local tubers and grains.

Health and wellness, thanks to many varieties of cereals and tubers present in nature

Visitors could choose how to explore the spaces, whether going inside the country pavilions or observing the outdoor gardens full of cultivated grains and tubers, where panels were placed listing the nutritional properties of each. The inside of the large area



PROJECT DETAILS

– Exhibition content:
Università degli Studi di Milano

– Scientific advisor:
Francesco Bonomi, Claudio Gandolfi, Gian Vincenzo Zuccotti

– Project coordinator:
Ambrogina Pagani, Guido Sali

– Concept and exhibition layout:
Franco Tagliabue, Alessandro Rocca, Maria Feller, Marta Geroldi

– Total area:
3,820 sqm

– Exhibition area:
1,125 sqm

– Common area:
2,455 sqm

– Events area:
290 sqm

– Photographic exhibition in the common area:
The variety of different kind of bread in the world immortalized by American Joel Meyerowitz.

– Participants:
Bolivia – Congo – Haiti – Mozambique – Togo – Venezuela – Zimbabwe

shaped like a fireplace, in addition to hosting events and tasting sessions, provided an overview of the varieties of grains and tubers, many of them unknown to most people: in addition to barley, oats, millet and Khorasan wheat, there are teff, baobab, fonio and sorghum. In the Cluster visitors could also read about the benefits of eating cereals and tubers alongside the harmful effects of refined flours.



BOLIVIA

The Pavilion revolved entirely around the presentation of cereals grown in the country, which visitors could see, touch, smell and also taste together with a vast variety of tubers that Bolivia produces.

In the Pavilion, visitors could taste quinoa, coca leaf and other typical products, and discover about a close link between the culinary tradition of the country and a diet rich in benefits.

Cereals were also the protagonists of the Pavilion's exhibition and artistic concept. Works of internationally renowned Bolivian artist and designer Gaston Ugalde were on display on the colorful walls of the space. The artist created portraits using quinoa seeds and coca leaves for the occasion. In total respect for nature, he composed portraits that show a strong bond of his people with Pacha Mama (Mother Earth).

Theme: Quinoa, a Future Sown
Thousands of Years Ago

Size: 125 sqm

After the tour of the Pavilion, visitors could obtain the stamp of the country on their Expo Milano 2015 passport and a colored sticker with the coat of arms of Bolivia.



CONGO

The Pavilion's theme was revolved around the granary of Africa through a space set up on the images of Congolese villages: a vegetable garden with typical plants like pineapples, banana and agave, the floor covered by grass and symbolic reproduction of the important river Congo.

Inside visitors could admire a typical Congolese house with a semicircular wooden structure, the roof covered with palm leaves, and wooden sculptures and paintings of Cubist-style African figures by local artists on the walls.

A central and strongly symbolic element of the exhibition was an installation of a water tap connected to a globe, symbolizing the importance of water as a source of life.

On display there were also cereals, tubers and legumes, together with jewels and handicrafts. A panel

Theme: Science and Technology at the Service of Food Security and Quality

Size: 125 sqm

displayed information about various types of wood made from local trees, such as wengé, paorosa and moboto. A 3D map and photos of the regions where these trees grew were projected on the walls. In a dedicated corner visitors could buy local Congolese products and souvenirs of various types.



HAITI

Through the country's participation at the Universal Exposition Haiti wanted to enhance the historical heritage of the Native Americans linked to the crops of cereals and tubers, which represent the basis of nutrition and nutritional practices of more than 10 million people who populate this Caribbean state today. The cultivation techniques, transmitted from generation to generation to this day carry the traces of traditional practices. Cultural themes were combined with those of research and innovation, enhancing Haiti's initiatives aimed at improving the quality and quantity of agricultural production to meet the growing need for food. The result is an extraordinary combination of traditions and flavors that has its roots in French and Spanish cultures, passing through the African continent.

Theme: From the Earth to the Plate, Let's Share and Enrich our Heritage
Size: 125 sqm

The richness of Haitian identity was presented in an exhibition space decorated with large colored baskets containing reproductions of local culture, handicrafts and traditional musical instruments. In the space dedicated to catering, visitors had the opportunity to taste different specialties of the Creole cuisine, including rice with beans, the griot de porc and spicy meat. Among the typical drinks were infusions based on moringa, a tropical plant whose leaves are rich in beneficial properties and proteins.



MOZAMBIQUE

In addition to the thematic itinerary of the Cereals and Tubers, in its exhibition space Mozambique presented customs and traditions through two projects: "The role of women in agriculture" and "Biodiversity and conservation of the ecosystem". The educational aspect of the experience was guaranteed by an interactive immersion: by downloading an application for free, visitors could get more information scanning the QR Codes present in each corner. One of the main attractions for visitors was an interactive table that allowed to get to know the country better through four sections dedicated to agriculture, tourism, environment and development. Videos and photo galleries showed a new vision of Mozambique that combines tradition and innovation. The symbol of the Pavilion was a large basket, traditionally used

by women as a container for transporting typical products. The walls of the Pavilion were decorated with photos of local specialties including the orange-fleshed sweet potato, the country's symbol of nutrition.

Music played a fundamental role inside the Pavilion: cultural roots and local rhythms were presented to the public through the typical musical instruments on display. Contemporary music was linked to the traditional one, in a crescendo of symphonies that made the atmosphere more welcoming, but the sound attraction of the Pavilion was the marimba, a type of xylophone that visitors could try to play.

Another particularity that emphasized the attention to the story of female dimension was the presence of some traditional fabrics, the Capulana: colored

Theme: From Tradition to Innovation: Feeding Lives and Nurturing Dreams
Size: 125 sqm

material commonly used as traditional dresses, as a baby carrier on the back or to carrying heavy loads.



TOGO

The Togo Pavilion presented a trip to the country's cereal and tuber production. Two semi-circular glass displays promoted the knowledge and usage of different types of locally produced flours, basic elements of the Togolese diet: corn, millet, fonio and sorghum. The two displays were supported by stylized reproductions of corn grains and manioc tubers, a constant reminder of the importance of these elements for the Togo population. On the right side of the room four photographic panels each dedicated to a cereal were exhibited above a glass display case containing the grains.

On the opposite side there were three panels dedicated to tubers, including cassava, ignam and sweet potato, accompanied by their respective specimens. There was no lack of landscape references aimed at touristic promotion of the country

Theme: Cereals and Tubers
Contribution to Food and
Nutritional Security of the People
of Togo

Size: 125 sqm

through large photo displays, including a view of the capital - Lomé.

Two screens inside the pavilion provided further information on how the cereals and tubers were processed, while the colors of the national flag covered the pavilion floor.



VENEZUELA

Venezuela wished to show visitors the progress achieved in the field of nutrition and food security, thanks to a policy focused on the eradication of poverty and hunger combined with a greater sustainability of already developed agricultural model. The exhibition space was set up using both natural materials, such as wood and fabrics, and technological tools, including a large digital hologram that projected traditional dances. The same virtual stage was used to offer visitors an immersion in Venezuelan reality, from the seabed to the urban landscape of Caracas. In line with the topic of the Cluster, the country presented the importance of cereals and tubers in Venezuelan agriculture: rice, corn, oats, ocher, cassava and sweet potato. The geographical diversity of the eight regions that make up the country were reflected in the

Theme: Venezuela feeds its People's awareness

Size: 375 sqm

Awards: Silver in Exhibition Design

variety of cultural and gastronomic traditions that include high quality products such as cocoa, coffee and tropical fruit. This wealth was also celebrated through cultural events, conferences, trade shows and distilled beverage tastings, such as the Ron de Venezuela DOC.

Music played a fundamental role in creating a spirit of celebration and sharing. During the semester, performances of the National Network of Youth and Children's Orchestras were organized: a social project that offers impoverished children an alternative to the streets and enhances the social function of music.



ZIMBABWE

The Zimbabwe Exhibition Space offered visitors an opportunity to immerse themselves in country's culture and traditions.

At the center of the Pavilion was a wooden tree-shaped structure that recalled a baobab with its fruits and other typical crops of the country. Special vitrines displayed baobab and crocodile meat based food: fillet preserved in oil and crocodile tail (the most valuable part of the animal), ragù with Pachino tomatoes and Tropea red onions, crocodile pâté with Ligurian DOP basil, examples of close collaboration with the Organizer.

Inside the Pavilion there was also a model of a typical village, which explained the techniques implemented in greenhouses to intensify the harvest. Zimbabwe's restaurant was very successful, allowing visitors to taste Zimbabwean recipes where tradition

Theme: Food Security,
Sustainable Development: a
Healthy Zimbabwe
Size: 125 sqm

met innovation, such as zebra meat sandwich and a python or crocodile burger. Another specialty of the restaurant was the baobab drink, a juice with healing and nutritional properties. To establish the union between Italy and Zimbabwe, it was also possible to taste the unmissable drink of baobab fruit and red grape juice.

Cocoa and Chocolate

Food of the Gods

Walking into the Cocoa and Chocolate Cluster, a visitor had the impression of entering a jungle. The concept was inspired by the places where cocoa is grown: plantations in tropical and subtropical areas. The faces of the buildings were made from a light, thin fabric that opened to reveal the furnishings inside: a metaphor for the need to protect a precious, aromatic product like cacao.

The shared space in the Cocoa and Chocolate Cluster held a series of poles of different heights and shapes, metaphors for the trees under which cacao grows. The atmosphere was the dense and welcoming one of a forest where the light penetrated the crowns of the trees and spread through the pavilions. The structure of the Cluster The pavilions, which were alike in size and colour, identified the participating country with its flag and its name on the outside. Drawings, icons and images on panels told the many possible stories about cacao: from cultivation to processing, from distribution to transportation. A main path ran through the cluster, linking the area reserved for tastings and relaxation to the events area and the area dedicated to cooking demonstrations.

The area for events was formed with long lines of seating arranged in a fan, designed both to be a parterre for the audience during performances and to encourage informal, shared uses of the space during the rest of the day. An illuminated green space hosted benches and tables to welcome those passing by on the Decumano or people coming out of the pavilions.

Symbols of fertility Cacao has been grown for millennia by many pre-Columbian peoples and played a central role in the food and culture of the Mayans and Aztecs.

Among the many preparations it was used in a bitter drink called "xocolātl". Another traditional recipe combined cocoa beans with hot peppers.

Used as a food, drink and even as currency, cocoa became a symbol of energy, fertility and life. Behind the chocolate that we eat or sip, there is a tiny fruit, the cacao. More than twenty developing countries produce it, and it is a main source of income for their economies.



PROJECT DETAILS

– Exhibition content:

Università Cattolica
del Sacro Cuore, Milano

– Science advisor and project coordinator:

Cherubino Gambardella

– Concept and exhibition layout:

Fabrizio Leoni, Mauricio
Cardenas, Cesare Ventura

– Total area: 3,546 sqm

– Exhibition area: 875 sqm

– Common area: 2,541 sqm

– Events area: 696 sqm

– Photographic exhibition in the common area:

Martin Parr has always liked chocolate. So when the chance came to explore this subject further, he suddenly jumped at it. In particular to visit Ghana, one of the key cocoa growing countries, where the whole industry is run by the Ghana Cocoa Board. With their help Parr was able to photograph cocoa research units, processing and meet some cocoa farmers.

– Participants:

Cameroon – Côte D'Ivoire
Cuba – Gabon – Ghana
Sao Tomé e Principe



CAMEROON

Cameroon participated in Expo Milano 2015 with a theme dedicated to cocoa, the most exported agricultural product of the country since the colonial period, and which allowed local populations to enter the market economy. The aim was to encourage farmers from around the world to ensure sufficient and well-distributed amount of food of high quality while respecting the environment.

Inside the Pavilion visitors could watch videos and photographs about a wide range of benefits of cocoa derivatives: from food and confectionery industry to pharmaceuticals, from cosmetics to crafts, from biofuel production to residual material usage as fertilizers. There was also information on the country's government policies aimed at supporting individual farmers in this rapidly expanding market. This shows that in

Tema: Cocoa Cultivation;
an Argument for Opportunities

Size: 125 sqm

Cameroon cocoa is a real energy for people, companies, communities and even for nations, and on this basis it is good to start a dialogue between the production chain parties.

The Visitor could taste different chocolates from Cameroon and admire a reproduction of a cocoa plant, which was especially educational for children.



CÔTE D'IVOIRE

A walk through an equatorial forest to discover the cocoa plant and its properties - this was the experience offered by the Côte d'Ivoire Pavilion. Inside, visitors found themselves in an equatorial forest ambience where *Theobroma cacao* plant flourishes naturally, surrounded by ad hoc installations and forest sounds, visitors were able to closely observe the "fruit of gods". Each production step was explained in a video projection: from cultivation in plant nurseries to transplanting, from harvesting to the first stages of transformation, each phase accompanied with images of small farmers' lives.

Another section of the space was dedicated to tastings: two large chocolate fountains were a symbol of the final product of the long supply chain that has its starting point right in the plantations of Côte d'Ivoire. There were other curiosities

displayed at the Pavilion: a dress made of only cocoa leaves, original cocoa fruits (cabosse) and pure shea butter.

Theme: Producing Cocoa for the Planet. Respectfully

Size: 125 sqm



CUBA

The country proposed the kitchen as an essential part of its artistic and cultural identity.

Cuban cuisine is a fusion of influences of various peoples (aborigines, Spaniards, Africans, French, Franco-Haitians, Chinese, Arabs and Creoles), who over the centuries have inhabited the island. The Pavilion also showcased national innovations in the food sector, such as the Research Station dedicated to the production of cocoa hybrids resistant to epidemics.

The exhibition space was decorated with images, lights and sounds that gave an impression of colorful Cuban atmosphere. There was a typical bar serving rum-based cocktails next to a traditional hand-rolled cigar station. Images and videos illustrated cane sugar and tobacco production cycles. The country brought two of its

Tema: Cuba – On the Road to Food Sovereignty

Size: 125 sqm

best bartenders to Expo Milano 2015: Nelson Cano of the Hotel Nacional de Havana and Juan Carlos Valladares, inventor of the "Habano Emperador" cocktail and winner of the Havana Club International Cocktail Grand Prix in 2004.



GABON

Inside the Pavilion one immersed oneself in the equatorial forest of the Congo basin. The forest dominates the territory of Gabon and is the second green lung of the Planet. A wraparound screen on three sides of the space showed a bird's eye view of lush landscapes and rich biodiversity of Gabon's flora and fauna. A meter indicated the amount of oxygen produced in Gabon during the exhibition semester period, to reinforce the ecological importance of the territory.

Informative panels explained the "Gabon Emergent" campaign, a sustainable development program to overcome old economic models based mainly on the export of oil and timber and to enhance the country's economy by diversifying it in a sustainable manner, exploiting nature's raw materials. Among the new resources are: the "green oil"

Theme: Food that benefits all lifestyles

Size: 250 sqm

Awards: Bronze in Exhibition Design

of the equatorial forests, which created 30 thousand jobs, and the "blue oil", fish resources from 800 kilometers of coastline.

At the pavilion visitors could buy sustainable products cultivated in Gabon, such as coffee, cocoa and chocolate.



GHANA

As the world's second largest producer and supplier of cocoa, Ghana attended Expo Milano 2015 describing its flagship plantation crop (22% of the country's agricultural income) as an example of sustainable commercial activity capable of guaranteeing wealth and employment. Ghana pavilion had reproductions of two life-size *Theobroma cacao* trees, specimens of cacao pods and cocoa beans, accompanied by photographs on cocoa cultivation and harvesting phases. There were also a large number of local products, obtained from cocoa and other plant species, including chocolate, shea butter, moringa supplements (tropical plant rich in nutrients and beneficial for the skin) and the unique cocoa brandy, another by-product of the precious beans.

Theme: Cocoa: Your wealth, health, and heritage

Size: 125 sqm



Theme: Biodiversity with cocoa
and culture of happiness

Size: 125 sqm

SÃO TOMÉ AND PRÍNCIPE

The Pavilion was divided into three macro themes: nature (cocoa and biodiversity conservation), man (who works on plantations) and the biosphere that characterizes the Obo Natural Park. Evocative images enveloped the whole setting, with a large podium in the center where handicraft products inspired by the forms of *Theobroma cacao* were displayed, celebrating the fruit together with other local crops. Besides the wooden reproductions of fruit, vegetables and animals, there were also large masks, decorated with a layer of colored sand: it represented the sand variety of the islands where it changes from white on beaches to deep black in the soil of volcanic origin. Everything was displayed in baskets made of banana and palm leaves. An HD screen presented the story of Claudio Corallo, an Italian entrepreneur in São Tomé

and Príncipe, who produces a most unique chocolate (based on 100% cocoa), while having the entire supply chain in the same geographical area with the plantations, preserving the natural taste of the fruit.

The theme of "Biodiversity with cocoa" was underlined by the display of foods from different bases such as coconut cakes, jams made from guava, coconut oil and others. Some of these products, like São Tomean organic coffee, could be purchased.

Coffee

The Engine of Ideas

A journey through the world of coffee, from the plantation to the cup: a visit to the Coffee Cluster offered a chance to discover where this aromatic beverage comes from, who is behind its production and the places where it originates.

Plantations before your eyes, in greenhouses and in photographs

The wonderful photographic documentation of **Sebastião Salgado**, a Brazilian photographer who lived close to coffee plantations in the state of Minas Gerais, greeted visitors. **The atmosphere of the plantations, the actions and the pictures of the farmers brought visitors immediately into the world of coffee.** What does a coffee plant look like? To see one, all a visitor had to do was go to the botanical area, where there were two greenhouses, one inside and one outside, of Arabica coffee plants.

Arabica coffee plants are quite delicate: they can grow up to 12 metres, but they are pruned to 2-3 metres, as is the practice on plantations. With a little luck, visitors to the cluster could see the plants dotted with splendid, small white flowers – as a display by **Salgado** with a flourishing plantation. Once the flowers had wilted, the fruits were formed, and visitors could see here among the greenhouse plants the green fruits that ripen to red and become drupes.

Coffee roasting: touching and tasting the coffee from each country

Every day, in the area dedicated to coffee **roasting**, coffees from the ten countries in the cluster were roasted. The green coffee beans were roasted and took on the appearance we are used to seeing. In this area, visitors could also have a sensory experience: they could put their hands into the sack containing the raw beans and smell their aroma of herbs, and then put their hands in a sack of toasted coffee.

Guided tours in the Cluster and courses from the Trieste Coffee University: discovering coffee

Every weekend in the common area of the cluster, there were **courses held by the Coffee University of Trieste**. The instructors presented recipes

for coffee and told stories about the people behind this cherished beverage.

At the end of the course, visitors could get custom-blended coffee chosen from among 9 Arabica coffees. **A personal blender** greeted visitors, preparing a coffee based on everyone's preferences.

The countries and journeys of coffee: faces, traditions and cultures

In the central area of the cluster, there was a large globe showing the trade routes for coffee. By continuing, visitors could watch coffee machines, from the oldest to the most modern: Cimbali, Faema, E61 (named in honour of the solar eclipse of 1961), Cimbali Pitagora (which won the Gold Compass prize), Gaggia, and more modern machines up to the 2012 Cimbali. Also on display was the "Illetta", a machine made in 1933 that still works and is the first machine to make espressos. One can tell from an espresso mousse whether it has been made well or not. How? If the mousse is walnut coloured with dark brown streaks, it has been made perfectly.

By exploring the individual pavilions of the ten countries, visitors could discover how each one grew coffee, what the cultural rites around coffee were

and the vivid colours of the areas that grew this precious resource. It was possible to taste different kinds of coffee from lands full of colours and flavours.

PROJECT DETAILS

Exhibition content:

Università Commerciale Luigi Bocconi – Chiara Mauri,
Università Del Caffè – Illycaffè

Cluster Manager:

Roberto Morelli

Scientific advisor:

Università Commerciale Luigi Bocconi / Chiara Mauri,
Università Del Caffè / Illycaffè

Project coordinator:

Illycaffè

Concept and exhibition layout:

Alessandro Colombo, Stefan Vieths, Francesca Rapisarda

Total area:

4,427 sqm

Exhibition area:

1,250 sqm

Common area:

3,000 sqm

Events area:

122 sqm

Photographic exhibition in the common area:

Sebastião Salgado, a Brazilian photographer who lived close to coffee plantations in the state of Minas Gerais, caught the atmosphere of the plantations, the actions and the pictures of the farmers brought visitors immediately into the world of coffee.

Participants:

Burundi – El Salvador –
Ethiopia – Dominican Republic
Kenya – Republic Guatemala
Rwanda – Timor-Leste
Uganda – Yemen



BURUNDI

Entirely paneled in wood and inspired by the construction materials of traditional houses (rugos), the Pavilion was a journey through five senses. Inside, visitors were able to discover various types of Burundian coffee and taste them hot or iced.

The space aimed to promote this small country and its natural, cultural and economic potential thanks to the images and video gallery. Characterizing element, a raised-relief map of Burundi and the display of typical drums - unique and typical products of the country.

Theme: A Discovery of the Five Senses: Burundi

Size: 125 sqm



EL SALVADOR

In the Pavilion visitors came in close contact with the product obtained from the fruits of *Coffea* thanks to a series of photographs that depicted each step of the supply chain, from the plant to the final drink. In keeping with the theme, El Salvador summarized and re-presented the phases of coffee production process in a single space. The exhibition included green beans, roasted beans and powder mixture, which the visitors could touch and smell, comparing colors, aromas and textures. To make the experience even more interactive, the materials could be used to create writings or drawings, to be immortalized and shared on social media. A photographic exhibition completed the route showing other phases of coffee processing, such as the characteristic natural drying process to which the freshly picked drupes are subjected, exposed to

the sun for long periods and turned twenty times a day through large rakes. A method that requires great attention to achieve a uniform drying and an ideal moisture content, but also greatly reduces the environmental impact. The exhibition was completed with display of packaged Salvadorian coffee, a product of organic agriculture present in different varieties, each with a unique taste. Six special coffee variations were exhibited inside the Pavilion, influenced by particular growing conditions on the Andean hills: Alotepec of the Metapán variety, known for its delicate sweetness with notes of chocolate, citrus and caramel; El Balsamo-Quezaltepec with honey, caramel and fruit tones; Apaneca Ilimatepec that balances sweetness, body and acidity; Chichontepec with a slightly creamy flavor and hints of fruit and

Theme: Quality and Diversity of Coffee. Sustainable and Competitive Production
Size: 125 sqm

chocolate; Tecapa-Chinameca variety with aromas of flowers and vanilla; and finally the sweet Cacahuatique, a medium-sized grain and more pronounced acidity.



ETHIOPIA

The theme of Ethiopian participation at the Universal Exposition highlighted the importance of coffee for the country, where the drink was invented as early as the ninth century AD. Within the exhibition space, visitors could discover the story of the Ethiopian goatherd Kaldi, from Kaffa region, who is responsible for the discovery of coffee. Legend has it, one day Kaldi noticed that after nibbling on some red berries on a shrub, the animals became particularly lively. The goatherd decided to test the berries himself, and from there coffee started to spread among population. As for the process of roasting, it was discovered during a period of wood shortage, so people tried to burn the seeds to keep warm. The legend of Kaldi and the Ethiopian origin of coffee were told through images on an embroidered canvas at the entrance of the Pavilion.

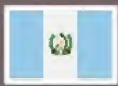
Theme: The Root of Coffee and Much More

Size: 125 sqm

The journey through customs continued with an exhibition of traditional furniture made of hand-carved Wanza wood (*Cordia africana*). An environment typical of African homes was reconstructed, with a strong reference to the table ritual. In the center was the mesob, a woven round wicker basket with a place in the middle for a tray of food - usually a single dish accompanied by bread - arranged at lunch time to be shared by families. Another element of effect was the begheña, a stringed musical instrument with a wooden body that resembles a harp. The main attraction of the Pavilion was the coffee ceremony, which was shown daily with great success. It is a unique way of preparation and consumption of the drink with traditional utensils, a real show that involves all the senses: it starts with toasting of the beans in a perforated pan placed on fire and incense. In

reaction to the heat, grains gradually released their rich bouquet and then were ground in a stone mortar. Meanwhile, water and sugar were boiled in a terracotta amphora with a narrow and elongated neck (gebenà). When the liquid was boiled, grated ginger was added and, after a few minutes, coffee powder followed. The result was a spicy drink with a very rich aroma, an original Ethiopian version of coffee.

There was also a kitchen area where some of the country's typical dishes were prepared: from the golden wot to the shiro.



GUATEMALA

Decorated with photographs of coffee plantations, traditional handicrafts and surprising landscape images, Guatemala Pavilion recounts the natural and cultural richness of the Mayan world. The country that preserves the signs of a millenary civilization is also known for its exceptional coffee - the result of a unique combination of altitude, rain cycles and microclimates. The shade-growing technique saves water and fertilizers, exploiting the organic material naturally deposited from the trees that canopies the coffee plants with a fertile mantle.

Visitors thus discovered the agro-climatic conditions of Guatemala, the varieties of plants, agronomic techniques and the process of bean harvesting.

The coffee was displayed in large sacks inside the pavilion, it was also offered both in beans

and in the form of a hot drink. Videos showcasing the country's naturalistic, cultural and gastronomic attractions, promoted Guatemala as a touristic destination. Guatemala has also joined the People's Expo project, an international forum that brought together 50 NGOs, Civil Societies and the most important farmers' movements in the world. The project addressed the issues of immigration and access to food in a festive atmosphere.

Theme: The Heart of the Mayan World

DSize: 125 sqm



KENYA

The Pavilion invited the public to reflect on the importance of sustainable nutrition, illustrating the close connection between food and environment.

The focus was on one of the most important challenges facing the country: food security. Through photographs and videos, Kenya wanted to emphasize the role of food that, in addition to being essential for sustenance, serves as a link between different cultures. The exhibition space allowed the public to taste Kenyan delicacies, including internationally renowned coffee and tea.

Coffee is an important food product for the local economy. In Kenya it is not only a consumer product, but also a source of energy, considering that in many homes coffee-processing waste often replaces coal. Visitors could admire the extraordinary biodiversity of Kenya

Theme: The Land of Unlimited Possibilities

Size: 125 sqm

and the grandeur of its fauna through an exhibition dedicated to the main natural parks, which also underlined the efforts of the country to protect its ecological heritage.



DOMINICAN REPUBLIC

Made by the Laboratory of Dominican Architecture (LAD), the pavilion's structure presented a minimalist style that enhances the visual contents to the. From the ceiling cones of different sizes were hanging down: made of wool threads and arranged in circle, these cones symbolized the light of the Sun - the primary source of energy for agriculture of the Caribbean country. Projecting their shadow on the floor, the cones recreated the "umbrella" effect of palm trees on pristine beaches, the pride of the Dominican tourist industry. The bright colors symbolized the biodiversity of flora and fauna. On the walls, several photographic exhibitions and video projections communicated the Dominican Republic's link with the natural environment. The Exhibition Space was developed around four thematic

itineraries: "The history of humanity and food", photographic exhibition signed by Dominican artists; "Abundance and scarcity: the contemporary paradox" (videos of about 300 reports about small local farmers), "The future of food" (photographic testimonies that traced unique places and exclusive practices related to them in the history and the future of the country), "Sustainable food = the right world" (the story of agro-food production through country's two symbols: organic coffee and cocoa).

Theme: Empowering Family Farmers so They Can Feed Themselves, Their Communities, and the World
Size: 125 sqm



RWANDA

With the theme "Coffee Journey to a Prosperous Land of Thousand Hills", Rwanda invited to savor typical products (primarily coffee and tea), admire the natural wonders of the country presented on large screens and get all the information on the most dynamics sectors of local economy.

The precious Rwandan coffee played a leading role: product grown with excellent results thanks to the perfect synthesis of climatic and geological factors that combine a fertile volcanic soil, right altitude, the heat of the equatorial sun and abundant rains. The country also wanted to show the many visitors its own rebirth, achieved through a series of policies aimed at supporting production and export of coffee, a product that in global markets does not seem to know crisis.

The results in coffee cultivation are

Theme: Coffee Journey to a Prosperous Land of a Thousand Hills

Size: 125 sqm

accompanied by those achieved in the tea plantations, another key product of Rwandan agriculture that found space inside the Pavilion. The country explained the government's plans to revive the economy, including energy, mining and digital technologies sectors- an economic vision that aims to reactivate the trade balance of Rwanda, to raise the capital necessary to build an infrastructure.



UGANDA

The Pavilion was dedicated to the theme of food security, which Uganda wants to achieve thanks to coffee: coffee is not simply a cultivation for the country, but a culture, a source of income and - for many farmers and communities - a true lifestyle. Coffee production is a pillar for the local economy and export is the main source of livelihood, which allows improve the living conditions of many families. Thanks to research and technology, especially in food safety and renewable energy, economic development of coffee in Uganda continues today, following a path laid out 50 years ago. Through photographs and videos, the country wanted to show the visitors that the "Pearl of Africa" is a land rich in natural beauty and very fertile soil. Coffee is cultivated mainly by small producers, in many cases by women, who currently

Theme: Enhancing Food Security with Coffee

Size: 125 sqm

play a very important role in the cultivation and harvesting phases. The coffee plants alternate with banana crops, which provides a natural shade and help to create the particular aroma and fruity taste: the shade-grown coffee has a higher value and a better quality compared to coffee left exposed to sun. Visitors discovered how coffee is grown in symbiosis with the forest and in harmony with other tropical crops, thanks to precise "Good Agricultural Practices" (correct distance between one cultivation and another, the use of organic fertilizers, natural shade, grain drying and processing techniques). It was also possible to savor the aroma, the body and the fruity taste of Uganda's best coffee, as well as taking part in the joyous entertainment with traditional dances and cultural events, or buy an excellent organic coffee, handicrafts, dried fruit and

vegetables. Interested importers could also come into contact with Ugandan producers and exporters to start new business partnerships.



YEMEN

The exhibition space offered a rich and fascinating visit to the discovery of a little-known country and its two main products: Mocha coffee and Sidr honey. The exhibition was distributed on four corners. The first was entirely dedicated to the renowned coffee - which takes its name from the historic city of Mocha, located on the shores of the Red Sea - and presented a rich and fragrant display of various grains and blends. On the other side, under a glass case, the precious Yemeni honey was displayed, produced using traditional beekeeping methods and obtained from the pollen of the Sidr tree, one of the oldest plants in the country. The third space of the exhibition was dedicated to ancient jewelry, tools, tableware and cutlery in silver and wood, and jewelry boxes adorned with precious stones.

Theme: Mocha Coffee and Sidr Honey, Yemen's Gift to the World
Size: 125 sqm

Photographs and images of Yemen completed the exhibition, with a special focus on landscapes and characteristic architectures that make it an open-air museum. In addition to honey and coffee, visitors were able to purchase other traditional products such as stones, jewels and textiles.



TIMOR-LESTE

Among the youngest countries in the world, Timor-Leste is engaged in the production and distribution of organic products with low environmental impact. The country decided to tell its story by sharing the life story of a Timorese coffee grower, who not only experienced the effects of colonization, war and political upheavals, but also had to compete internationally with other large and established coffee producers - relying only on the production of quality organic coffee.

Visitors could explore the history and traditions of the country through the information panels and photos that illustrated the natural beauties, traditional costumes and local craftsmanship. The efforts to achieve sustainable food production and fair trade made by Timor-Leste were also described, through a "control line"

which, thanks to detailed records, maintains a strict distinction between organic and non-organic certified products. The pavilion offered tastings of many varieties of coffee to accompany traditional dishes. The country took the participation at the Universal Exposition as an opportunity to show that even developing countries can compete, in terms of quality and efficiency, in the field of sustainability.

Theme: The Tale of the Timorese Coffee Farmer

Size: 125 sqm

Fruit and Legumes

The Wonder Garden

On the Decumano, between the Argentina Pavilion and the Spices Cluster, there was the part of Expo Milano 2015 dedicated to fruits and pulses, two of the most widespread food groups in the world, known for offering a good concentration of nutritional properties that make them indispensable for the health and wellness of people since antiquity. To celebrate these virtuous foods, Expo Milano 2015 designed the Fruit and Legumes Cluster by creating flowering gardens facing the Decumano like colourful terraces inviting visitors to discover the treasures of the earth.

Lupines, blueberries and cabbages. Symbols of life and biodiversity

Many species were chosen for this space: tomatoes, lupines, lentils, **Castelfranco radicchio**, grapes, zucchini, cabbages, blackberries, **raspberries**, lemons and strawberries, symbols of biodiversity and life. Nine countries were part of this cluster: **Benin, Gambia, Guinea, Equatorial Guinea, Kyrgyzstan, the Democratic Republic of the Congo, Sri Lanka, Uzbekistan and Zambia**, all having in common a flourishing production of these foods in their lands. Inside the pavilions, visitors could see the world through the **photo galleries** depicting the traditional cultures of these countries, watch **exciting videos promoting tourism**, browse the many **artisan products** for sale, **taste bergamot tea** and try unusual kinds of local



PROJECT DETAILS

– Exhibition content:

Università Vita-Salute
San Raffaele, Milano

– Scientific advisor and project coordinator:

Roberto Mordacci

– Concept and exhibition layout:

Matteo Vercelloni,
Massimo Ferrari

– Total area:

3,705 sqm

– Exhibition area:

1,125 sqm

– Common area:

2,515 sqm

– Events area:

536 sqm

– Photographic exhibition in the common area:

The Swiss photographer
Irene Kung, contributed with
a solo show at the Fruit and
Legumes Cluster featuring 26
photographs of fruit trees.

– Participants:

Benin – Democratic
Republic of Congo
Equatorial Guinea
Gambia – Guinea
Kyrgyz Republic
Sri Lanka – Uzbekistan
Zambia

dried fruits. In this area, visitors could also visit the **photography display** dedicated to fruit trees realized by **Irene Kung**, who immortalised these symbols of productivity, health and fertility with her creative imagination and sensitivity.

From the earth, nourishment and strength for peoples of the planet

The cluster was designed to give these countries a chance to participate in the Universal Exposition, as well as to celebrate the work of the planet's farmers who devote themselves to cultivating the earth, drawing **nourishment** and **strength** from it for thousands of years.

Fruit trees, in fact, began to be cultivated in the Mediterranean area by the ancient Egyptians, Greeks and Romans, and pulses were widespread in the area of Mesopotamia, while **soy** and **other beans** were grown in Southern and Central Asia and in Central America, respectively. Production of pulses was especially important for providing most of the **protein** and **minerals** that people in many countries needed to feed themselves **sustainably**.



BENIN

The Pavilion's exhibition was organized in four areas. The first area presented the country and its culture through decorations and artifacts that traced its history: a display case with jewelry of fine goldsmith's work depicting the African elephant (symbol of royal power since ancient times), traditional wood sandals (linked to the textile and footwear industry), bas-reliefs featuring females in agriculture, males in pasturing and breeding, and traditional musical instruments of the Beninese communities. Next to these were archaeological finds of wooden and metal ceremonial staffs, ancient stone statues depicting a fertility deity and teak funeral masks. The second area has a variety of locally grown fruits and vegetables, displayed in glass cases to show some of the fundamental nutritive elements - peanuts, coconut and

Theme: At the Heart of Benin's Cuisine, Nutrition for a Life Bursting with Energy
Size: 125 sqm

ginger - at the visitors' disposal to fully understand their flavors. The third space was dedicated to indigenous culinary traditions, presented on photographic panels illustrating the customs and traditions of Benin, including fruit markets of Cotonou, typical boats used for fishing and transport, traditional clothes, moments of daily life and folklore. The fourth and last area was dedicated to traditional recipes of the Aguda, former slaves of Afro-Brazilian origin who returned to Africa, artisan statuettes and wooden plates decorated with the typical fruits of the country such as pineapples, bananas and papaya.



GAMBIA

The Country focused on the presentation of agricultural practices to ensure quality and sustainability, demonstrating that through the support programs for small and medium enterprises and with the help of new technologies, significant improvements can be achieved. Many gastronomic specialties with fresh and tasty local products, their unique and unrepeatable flavors were displayed for the visitors. Dominating the Pavilion was a central island that presented Gambian customs and traditions through traditional clothes, wooden statues of local manufacture and musical instruments including the djembe ancient drums made from a single piece of wood in the shape of a goblet (probably derived from that of a mortar, commonly used to crush millet) and typical wicker baskets used during the harvest. Great space was reserved to

Theme: Sustaining the Growth of Micro, Small and Medium Sized Enterprises (MSMEs) in Horticulture for Food Security and Poverty Reduction
Size: 125 sqm

showcase Gambia's nutritional excellence: baobab derivatives (juice, powder and dried pulp), traditionally considered the "tree of life", whose pulp was used in traditional medicine to fight fever or as an analgesic; corn, dried fruit, karkadé (hibiscus tea) and the sub-Saharan beans belonging to the *Vigna Unguicularis* species.

On the walls, photographic panels and a video showed the close link between local daily life and fruit. A screen also showed culinary uses and local folklore.



GUINEA

The Pavilion was entirely dominated by the creations of Brahmasory Sidime, naturalized German of Guinean origin, whose mission is to spread the culture of his country of origin to the rest of the world. The artist's wooden sculptures portrayed indigenous human subjects (portrayed in everyday situations or rituals, in clothes inspired by tradition), animals, ceremonial masks and musical instruments, trays with wooden fruits and ebony furnishings. Inside the space there were also some paintings with faces of women dedicated to mining and agricultural activities, as well as local handicrafts such as wicker baskets for fruit harvesting or hand-woven straw bags. On the walls stood photographs illustrating the typical fishing days along the Guinean rivers, while a screen

Theme: Fruit and Legumes, an Engine for Socio-Economic Development and Poverty Reduction in Guinea
Size: 62.5 sqm

enlivened the Visitors with folk music concerts. Finally, there was a transparent display that showed off the products at the base of gastronomy such as honey, shea butter, cola, red palm oil, moringa, mango, ginger and peanuts.



EQUATORIAL GUINEA

The Pavilion showcased the typical products of the country through graphic panels. Among these, the *irvingia gabonensis* or African mango that boasts numerous health benefits – in particular it improves the metabolic parameters associated with insulin resistance as well as blood fat levels. Customs and tradition were also related, such as epic narratives accompanied by playing the traditional harp-lute *mvete*, one of the most important artistic tradition in Africa during which battle songs about ancestors are sung, which have been passed down to this day thanks to this oral tradition. The Pavilion had a display of reproductions of typical cone-shaped straw houses of Equatorial Guinea, characteristic wooden effigies of savannah animals and other traditional objects. In the central part of the space a bazaar

was reproduced where visitors could buy local products. The Pavilion's restaurant had a central role for the theme development: it offered typical products of the country such as vegetable samosa, curry beef and biryani rice, toast with tuna, carrots and eggs, and various baobab, ginger and karkadè drinks.

Theme: Balanced Nutrition
and Sustainable Nature for
Development
Size: 125 sqm



KYRGYZSTAN

Thanks to a combination of high-tech display solutions and traditional elements typical of the nomadic tribes that populated Central Asia, the Pavilion unveiled the extraordinary beauty of uncontaminated nature that characterizes Kyrgyzstan: wisely preserved throughout its long history thanks to strong ecological footprint that contemporary society inherited from the ancient nomadic peoples.

Thanks to the interactive floor installed at the entrance, a whirlwind of colorful virtual butterflies accompanied visitors at every step towards the center of the Pavilion - a metaphor of how every single human action, even minimal, can influence the rest of the world.

In the center, thanks to a 3D projection mapping, visitors could admire the spectacular landscapes

of the great Tian Shan ("Celestial Mountains") mountain range and the imposing rivers that arise in the heart of Eurasia and irrigate the fields of the entire region. Interactive monitors on the walls could be consulted to find out more about the nature, history and main characteristics of Kyrgyzstan. Even the smallest visitors had dedicated content: a video featuring the Pavilion's mascot, a snow leopard named Barsik.

An information desk that recalled the shape of an ancient yurt - typical home of many Central Asian peoples - represented the most traditional component of the exhibition, where visitors could buy eco-friendly souvenirs and discover the secrets of the oldest traditional recipes featuring nuts, beans and other fruits and vegetables. Kyrgyzstan's participation at Expo Milano 2015 focused on the themes

Theme: All Nature is here

Size: 125 sqm

of sustainable development and food security, underlining the country's contribution to one of the most difficult challenges of the contemporary society, starting from experiments in agricultural and breeding techniques to lower environmental impact up to the protection of biodiversity as a growing source of investment and tourist attraction.



Theme: Using Natural Resources
Based on Their Potential
Size: 62.5 sqm



DEMOCRATIC REPUBLIC OF CONGO

The Pavilion represented a cross-section of agriculture and tradition of the Democratic Republic of the Congo with its landscapes, fauna and the important and luxuriant river Congo, captured in numerous photographs on the walls. A display case featured typical and precious masks of the local tradition, along with other typical objects and ornamental decorations. Visitors could observe legumes and fruit typical of the country, thanks to reproductions in papier-mâché. The space was further enriched by screenings of films and documentaries on agricultural techniques, as well as music and traditional rhythms.



SRI LANKA

Sri Lanka, thanks to its unique cultural and environmental heritage and its famous hospitality, is a popular touristic destination - a green paradise nestled in the northern Indian Ocean. A territory famous above all for its cuisine based on rice prosperity and enriched by the most sought after natural spices that, over the centuries, attracted merchants and travelers. These are the elements that Sri Lanka brought to Expo Milano 2015, along with culture, traditions and food. The Pavilion had multiple entrances, which allowed visitors to move freely through an educational route made up of large photographs, videos and book displays. Sri Lanka's oldest specimen of *Ficus religiosa* (sacred fig) dating back to the III century BC was reproduced in the sculpture of the Bo tree inside the Pavilion. Each of the thematic points represented

Theme: A Green Paradise

Size: 125 sqm

and promoted the characteristic products of the country: spices, precious stones and tea. The staff was always available to visitors to explain the nutritional and healing properties the foods displayed during events and ad hoc tastings, such as Ceylon Tea Week. Various cultural performances in traditional costumes were also organized, in the Cluster's common areas or in other areas of the Expo Site, which allowed visitors to explore the traditions of Sri Lanka, from the culinary tradition to the art of dance.



UZBEKISTAN

The Pavilion was organized in two units, connected through the external facades, so as to allow the Visitor a continuous experience. Fruit that ripen during the hot Uzbek summers were the colorful protagonists of the exhibition space. The glass display cases arranged around a reproduction of the entrance to Mustaqillik Maydoni - Independence Square in Tashkent - contained different types of typical products such as dried fruit, spices and vegetables (melons and pumpkins in particular – they have been cultivated for millennia), as well as fruit juices and jams. Exhibition panels on the walls developed the country's theme to retrace the fundamental steps in agriculture's development process (a leading sector of the national economy), experimentation methods in cultivation, processing of fruit and vegetables respecting

Theme: Taste of the Sun

Size: 125.2 sqm

the environment and the potential of the food industry.

Uzbek specialty cuisine was also presented through a slideshow of photographs, videos and fragrances. One of the most popular traditional dishes was plov, a rice dish with legumes, vegetables, raisins and lamb. Visitors often stopped to taste tea and typical sweets prepared in the restaurant's chaihana, the traditional tea room that were found along the ancient Silk Road and from there spread throughout Central Asia.



ZAMBIA

Set up with wooden counters typical of a Zambian market, the Pavilion provided the Visitor with an opportunity to discover the country's fruits and vegetables, such as the barbed melon, guava, tamarind, sweet potato, uapaca kirkiana (sugar plum), cashews, corn, cabbage and various kinds of legumes. On the walls, covered with photographs and stone effect wallpaper, there were several screens that projected videos about traditions of Zambia. The Pavilion had a reproduction of the famous Victoria Falls and a large map of the country printed on the floor. The tour also featured traditional Zambian rhythmic music.

Theme: Come, Let Us Make Food

Size: 125 sqm

Island, Sea and Food

Feeding the Spirit

Visiting the Island, Sea and Food Cluster revealed an enchanting world to be preserved, that of the sea and the human communities that live on the planet's islands in paradises of biodiversity that are uncontaminated, or nearly so.

Almost ten thousand islands at risk due to climate change

There are serious dangers that threaten the survival of these unique places, first of all the climate changes already taking place that are perilously raising the sea level. It is predicted that 10,800 islands could disappear if the increase is even just a metre. Among the newest islands, the best known is the disturbing Pacific Trash Vortex, an enormous mass of trash floating in the Pacific Ocean. Also frightening are pollution, intensive fish farming and the continuing disappearance of barrier reefs. Islands are extremely important to the planet. There are 180,000 and many are in the world's 34 biodiversity hotspots, places that possess 1500 native plants as well as original habitat that has already decreased by 70%.

A cluster celebrating the

beauty of the oceans and the communities who live in it

This useful information and much more was provided on panels on display outside the cluster, thanks to a project by IULM (University of Languages and Communications of Milan) to show off the contents of the countries belonging to the Island, Sea and Food space. Inside the structures there were interesting images showing daily life for these populations, mainly devoted to fishing, and colourful ethnic souvenirs that visitors could buy at the end of the path. As with the other eight clusters,

the evocative thematic display for the Island, Sea and Food Cluster was created in collaboration with the Magnum Photos/Contrasto agencies and contributions by photographer **Alessandra Sanguinetti**. The space also contained one of the 18 UN video installations that formed part of the itinerary called "Zero Hunger Challenge. United for a sustainable world".



PROJECT DETAILS

- ↪ Exhibition content:
Università Di Lingue e Comunicazione IULM, Milano
- ↪ Scientific advisor and project coordinator:
Vincenzo Russo
- ↪ Concept and exhibition layout:
Marco Imperadori, Valentina Gallotti, Giuliana Iannaccone
- ↪ Total area:
2,535 sqm
- ↪ Exhibition area:
750 sqm
- ↪ Common area:
1,720 sqm
- ↪ Events area:
315 sqm

↪ Photographic exhibition in the common area:

As with the other eight clusters, the evocative thematic display for the Island, Sea and Food Cluster was created in collaboration with the Magnum Photos/Contrasto agencies and contributions by photographer Alessandra Sanguinetti.

↪ Participants:

Caricom
Comoros
Democratic People's Republic of Korea
Guinea Bissau
Madagascar
Maldives



COM. CARAIBICA

CARICOM

PARTICIPANTS:

Barbados, Belize, Dominica,
Grenada, Guyana, Saint Lucia,
Saint Vincent and the Grenadines,
Suriname

The theme of the Pavilion was inspired by the need to provide the population with physical and economic access to a sufficient amount of quality food in order to allow a healthy lifestyle. This objective can be achieved through the development of environmentally friendly production techniques, put to the test by several important factors, including natural disasters, climate change, reduction of land and job shortage, field erosion and the increasing cost of imports. CARICOM's participation at Expo 2015 contributed to the Theme development, showing visitors the need for productivity increase,

efficiency and sustainability in food production, investments in rural agricultural areas and in the food sector, greater access to arable land, better infrastructure and water management systems.

The Caribbean Community Pavilion offered thematic sensory itineraries, which allowed visitors to touch, smell, taste, see and hear the different economic, agricultural, cultural and social characteristics of the countries that have chosen to participate in Expo Milano 2015. This engaging experience was made possible by videos, photographs, culinary tastings and a wide range of activities.

Theme: Sustainable Food
Production for People of the
Caribbean Community
Size: 405 sqm



COMOROS

On the walls of the Pavilion, the photographs showed the everyday life and work environment in Comoros. Main subjects were market, port, fishing activity - the main source of income for the islands - and the traditional clothes of women and men. The Visitors were able to observe many local handicrafts and products related to the theme: kitchen utensils made of bone and horn; Vanilla planifolia fruit pods and perfume plants, including the precious ylang-ylang derived from a Annonaceae tree (the oil from its flowers has anti-inflammatory, invigorating, pain-relieving properties).

Theme: Eat Comorian to Eat Healthy

Size: 60 sqm



GUINEA BISSAU

The space was set up with panels and photographs of men and women in traditional clothes, portrayed while in the fields, fishing or gathering fruit. The main attraction of the Pavilion was a sculpture with figurines, tools and musical instruments in wood. In the most important works from the Bissagos Islands were inspired by the surrounding environment: the artists portrayed marine creatures, sharks and great predators that have accompanied the culture of the people for centuries. The nature of the islands has inspired its art, equilibrium in favor of the local economy. Different handicraft products were for sale at the Pavilion: crocodile and pony leather bags, coconut necklaces, etc.

Theme: Seafood and Savannah
Agriculture
Size: 60 sqm



MADAGASCAR

The Pavilion presented the country's excellencies that find their history and tradition right in the sea. The jewelry made of shells and mother-of-pearl were displayed together with fossils and ammonites that appeared during the first Devonian period (about 350 million years ago). The visitors were also able to discover and buy the spices that make Madagascar famous all over the world: cloves, piri-iri peppers, sea salt flavored with combava powder (citrus fruit with floral aroma, excellent for seasoning fish, vegetables, soups and salads), vanilla flavored seasalt, fragrant vanilla pods, a product of high value (Madagascar produces half of world's vanilla).

Theme: Discovering Madagascar's marine biodiversity: healthy and sustainable food

Size: 60 sqm



MALDIVES

The country's exhibition space gave an opportunity to know and better understand the Maldives, informing visitors about how the population of these coral islands live and eat. The theme emphasized the importance of balance with nature, underlining that the substances and modalities with which we nurture the planet can both destroy it and rebuild it. Inspired by elements like Ocean and piers, the Pavilion was classified as a soberly luxurious space, set up according to criteria of full sustainability: all the materials used were environmentally friendly, recycled or 100% recyclable, and simple to assemble.

The Pavilion was divided into five thematic areas: two areas were dedicated to country introduction and its relationship with food; a small space reserved for sale; an information point illustrating the collaboration with the University

Theme: Fishing – The Lifeblood of Maldives

Size: 60 sqm

of Milan-Bicocca; and finally, a photographic exhibition. The presence of the ocean was symbolized by a projection on the ceiling (a video installation called "Maldives in a day") recreated the coral beds and scuba diving. The pavilion's entrance was covered by heavy black curtains that allowed to maintain a low and suggestive interior lighting. At the entrance there were panels with information about the islands' location and the political and social conditions of the country, the food and the Maldivian diet, based on tuna and coconut.

The Cluster theme was explored thanks to videos and documentaries projected inside Maldives' exhibition space. The Pavilion did not have a restaurant, but inside it was still possible to taste some of the typical dishes of the islands: bondi, coconut and sugar dough cooked in banana

and dried leaves, bajiya, filo pastry triangles with spicy tuna, and taro chips.



REPUBBLICA DEMOCRATICA POPOLARE DI COREA

DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA



PEOPLE'S DEMOCRATIC REPUBLIC OF KOREA

The exhibition space proposed a bipartite path: the section dedicated to "Gifts of Earth" presented the virtues of the ginseng root, while the "Healthy Food" showed the culinary excellence of the country. Inside, the female staff wore choson-ots, colorful traditional dresses. The Democratic Republic was celebrated with the country's important monuments printed on postcards and stamps available for purchase. A special large-format publication of stamps dedicated to Kim Il Sung was available for purchase: just under 200 stamps recall heroes and celebrities who made the history of North Korea, where philately has always been very important. To underline the importance of their participation in the Event, the country printed

a special stamp dedicated to the occasion. Produced in the city district of Kaesong, ginseng has been used both as a food and as medicine for over 5,000 years. The healing benefits of this product for the heart and appetite, as well as its anti-aging effects are known internationally. In nature there are over 30 thousand species of ginseng, out of these, 2,000 species are used in medicine. Inside the Pavilion there was a small bazaar where it was possible to test and buy products based on ginseng, both cosmetic and food (sweets and jellies, infusions, flours, seasonings) to be used to flavor different dishes. Thanks to collaboration between the People's Democratic Republic of Korea and the Cereals and Tubers Cluster, the first pizza made with

Theme: Kaesong Koryo Insam (ginseng), the King of Health and Good Life and the National Food
Size: 60 sqm

10% ginseng flour was created for Expo Milano 2015. The idea was promoted by Expo Milano 2015 Partner - Farine Varvello.

Rice

Abundance and Security

A walk in the rice paddies, among cultivated fields: a visit to the Rice Cluster led to a bucolic, rural environment. The mirrors that covered the faces of the pavilions created an optical illusion of being immersed in a large rice field. The paddies that multiplied in the field of vision introduced visitors to the experience of the countries that produce this extremely valuable cereal, available in many types, including brown, red, polished, parboiled and basmati.

A trip through the world on the rice road, through flavours, images and local artisanship

The trip through the world of rice began with the countries that produce this staple food for almost three billion people: Myanmar, Laos, Bangladesh, Cambodia, Sierra Leone and India – represented by the Basmati Pavilion.

Outside of the pavilions, the photography display by **Contrasto photographer Gianni Berengo Gardin** brought visitors close to farming life and showed images of rice landscapes with those who produce, grow and touch this food. It was a photographic journey into history, civilizations and places through the lens of a great photographer who likes to call himself a "witness to our era". Also outside the pavilions, one could see machines used to produce rice from the early 1900s: the cluster's sponsor, **Riso Scotti**, chose to show its transformation through historic equipment owned by Riseria Scotti, protected by display cases and accompanied by the story of the production processes.

Each country had a dedicated pavilion where they showed their specialties, not only the foods naturally tied to the different kinds of rice, but also those related to typical artisan work. Doors created links between the single spaces, creating a connection between places and histories. Symbols and traditions were reinterpreted and brought to the exhibition spaces. In the **Basmati Rice Pavilion**, for example, there was an interpretation of the tree of

life: the green structure that rose in the centre of the pavilion was immediately visible from the entrance and created an attractive atmosphere that spoke of distant places, calling to mind the nearest Tree of Life, the one present on the Exposition site. Walking through the pavilions, colours, aromas, evocations all invited visitors to discover the cultures of the different countries: videos were shown that evoked culture and artisan crafts as well as news about tourism. On the

outside faces, one could read the informative boards that told the history of rice, its varieties and the research, development and innovation focused on rice.

A related exhibition showed what is behind a grain of rice: legacies, knowledge, cultures that could be found in each pavilion.

On the outside there were three small pavilions: one dedicated to Italian basmati rice, one to Indian artisanship and one dedicated to "flying bread" (flatbreads) and basmati sushi.



PROJECT DETAILS

→ Exhibition content:
Università Degli Studi
Di Milano Bicocca, Milano

→ Scientific advisor
and project coordinator:
Marialuisa Lavitrano

→ Concept and
exhibition layout:
Agnese Rebaglio, Davide
Crippa, Barbara Di Prete,
Francesco Tosi

→ Total area:
3,546 sqm

→ Exhibition area:
1,000 sqm

→ Common area:
2,420 sqm

→ Events area:
738 sqm

→ Photographic exhibition
in the common area:

the photos display by Contrasto photographer Gianni Berengo Gardin brought visitors close to farming life and showed images of rice landscapes with those who produce, grow and touch this food. It was a photographic journey into history, civilizations and places through the lens of a great photographer who likes to call himself a "witness to our era".

→ Participants:
Bangladesh – Cambodia
Laos – Myanmar
Sierra Leone



BANGLADESH

The Pavilion highlighted typical products of the Bengali economy and agriculture: within the exhibition space there were different varieties of rice, including kalijeera, katari bhog and radhuni pagle, but also clothes and fabrics made entirely of cotton. Turmeric, red chili, coriander, cumin and the particular garam masala ("hot, boiling spice") - a spicy mixture typical of Indian and Pakistani cuisine, were also in great demand.

Other displays showcased a manual plow, formerly used to work rice fields; tools for growing rice; food products such as potato chips, instant dishes, puffed rice, fruit juices and more.

Photographs on the walls told the daily life in Bangladesh: fishing and transport on typical boats; livestock; agriculture; rice cultivation and the processing of fabrics. Visitors had a possibility to buy rice and spices,

as well as to taste local cuisine in the small restaurant that served halal specialties, such as vegetable samosa, biryani rice with vegetables.

Theme: Sustainability in Rice
Production for Better Life Under
Changing Climate
Size: 125 sqm



CAMBODIA

At the entrance to the pavilion, visitors welcomed by two statues a demon and a god - guardians of the Preah Khan temple, built in the 12th century by King Jayavarman VII. Preah Khan, in addition to being an important place of worship, is also one of the largest complexes of Angkor, the most important archaeological site in Cambodia. In the first hall of the pavilion there were other reproductions of the sanctuary sculptures.

The second part of the exhibition was dedicated to the secular traditions of Cambodia and its products. Staple food of Cambodians and their most important field crop, rice was the main protagonist of the exhibit. Visitors could see different tools used for rice cultivation: a typical cart, a tool used for soil preparation and sowing, the traditional water

shovel (snach) used for transferring water from one rice field to another. A typical Cambodian wooden canoe, tuok, was placed in the third and last area of the pavilion. This type of boat was frequently used to transport rice and other agricultural goods from the fields to the markets, as well as for fishing. In this area of the pavilion visitors could buy traditional goods and souvenirs.

Theme: Rice Crop Grown on the Cambodian Land Rich in Cultural Heritage
Size: 250 sqm
Awards: Silver in Theme Development



Theme: Rice Biodiversity –
Food and Lao Culture
Size: 125 sqm



LAOS

The profound link between rice and cultural traditions in Laos pervaded the different areas of the Pavilion. Thanks to its extraordinary versatility, rice is not just the basic food of different ethnic groups that make up the Laotian population: its cultivation is intertwined with the millenary culture of this country, as evidenced by the fact that in the local language the words "rice" and "food" are interchangeable.

In light of a almost sacred role of this cereal in its culture, Laos presented different varieties of rice in woven baskets inside the wooden reproduction of a typical temple. The numerous specialties on display could also be enjoyed at the Pavilion's restaurant.

Glutinous rice was of particular importance and was presented in many forms: as a main course, combined with other dishes or, especially the black variant, used

in desserts (flavored with coconut and bananas), in beer and wine preparation.

A part of the Pavilion was dedicated to the sale of rice, its derivatives and traditional yarns. The typical methods of yarn spinning are still widely used in Laos and on several occasions the women of the Textile Association of Laos gave demonstrated their practices of craftsmanship.



MYANMAR

Rice production is of vital importance for the country's economy, which is also one of the world's largest producers in the sector. It is therefore understandable the importance that rice cultivation had in the Pavilion, along with other local products, such as cereals and legumes. Typical mining products of Burma were also displayed. precious stones and gems like jade, sapphires and rubies are considered among the most precious in the world. In addition to cereals and legumes, visitors could purchase elegant handmade jewelry and jewel boxes with traditional decorations. Rice, however, was the absolute protagonist of the Pavilion, especially the famous Shwe Bo Paw San, celebrated as the best variety in the world. Visitors were also able to get an insight into the Burmese rice culture by observing traditional tools used for rice cultivation.

Theme: Feeding the future with safe, nutritious and traceable rice/food

Size: 125 sqm



SIERRA LEONE

The Pavilion was characterized by the presence of two products that distinguish the country's economy: diamonds and rice. Although very different from each other, the two elements managed to meet in the exhibition space thanks to charity initiatives, such as the "Win a diamond with rice" contest that supported the construction of an innovative Smart Farm Village in Sierra Leone. Inside the Pavilion there were also typical musical instruments that visitors were able to play and to recreate the rhythm and characteristic sounds of the Country.

In addition to the competition to support the Smart Farm Village, Sierra Leone initiated and promoted other initiatives, such as "Barefoot College", training activities for women in rural villages on construction, management and maintenance of solar energy

systems, and "The stars in the rice field" project.

The Pavilion had a small restaurant rice was offered in two variations: island style and with the flavors of Africa. The main novelty was undoubtedly the rice pizza, a recipe that brought together the cultures of Sierra Leone and Italy.

Theme: Food Security – A Means to the Agenda for Prosperity

Size: 125 sqm

Spices

The world of spices

Follow the **spice roads** crossing continents, nations and oceans. Smell their aromas, think of them as a cooking ingredient, health treatment or cosmetic product. All these things happened when visitors went into the Spices **Cluster**, which opened a sensory universe to them.

The visiting experience was transformed into a real **journey**: according to some historians, it was the business profits from **spices** that helped drive many innovations in navigation and exploration and the discovery of the earth's unknown geographic areas.

The structure of the cluster

The cluster's setup showed the **maps** that historically guided explorers in discovering the world and finding **spices**, suggesting a trip through cultures primed by a sequence of "sensorial areas" that included tastings, installations and events.

Around the world, there are many differences in the cultivation, preparation and use of **spices** in cooking, in medicine and in social and cultural rituals bordering on magic. The route showed the visitors the ones used in the countries belonging to the cluster.

On the spice road

Spices brought to mind the colours, the fragrances, the fascination of exotic lands, as well as images of the ancient and intriguing **maps** full of marks that linked different areas of the world together. Spices and herbs have always been major players in long journeys: emperors, kings, aristocrats and merchants considered them the most valuable products on the ancient trade routes.

In the last decade, the annual production of spices grew by 4.3%, while trade saw an average increase of 5.8% per year. Choosier consumers, healthier food habits, increased income and globalisation are all harbingers of a **new increase** in the spices market in the coming years.



PROJECT DETAILS

↪ Exhibition content:
Università IUAV Di Venezia

↪ Scientific advisor
and project coordinator:
Benno Albrecht

↪ Concept and
exhibition layout:
Michele Brunello, Pierluigi
Salvadeo, Corrado Longa,
Silvia Bertolotti

↪ Total area:
3,702 sqm

↪ Exhibition area:
875 sqm

↪ Common area:
2,637 sqm

↪ Events area:
436 sqm

↪ Photographic exhibition
in the common area:

Spices have always conjured up images of distant, exotic lands, vibrant colors and intense flavors. Magnum Photos photographer, Alex Webb, who has put together the exhibition in the Spices Cluster, talks about his photographic journey through India, between ingredients, people and rituals.

↪ Participants:

Afghanistan –
Brunei Darussalam –
Pacific Islands Forum (Marshall
Islands, Solomon Islands,
Kiribati, Nauru, Niue, Papua
New Guinea, Samoa, Tonga,
Tuvalu) – Tanzania – Vanuatu



AFGHANISTAN

Inside the Pavilion the white color predominated, thanks also to the modern lighting technology developed with LED tubes. A plastic biodegradable curtain, decorated with traditional geometric ornaments in wave patterns that recalled the Hindukush mountain range, altered the optical perception of the exhibition space. The walls were decorated with carpets of fine local manufacture. In the central part transparent glass bells with spice and jewels compositions were suspended – the true protagonists of the Pavilion. Other typical products were raisins, dried apricots, almonds and walnuts, but also spices such as fennel seeds, coriander, poppy seeds and cumin.

Visitors were welcomed by both traditional and modern sounds, as well as a stand that offered the typical modar, a refreshing cocktail

mixture of mango, saffron, Afghan roses, grapes, green cherry, peach, syrup and soda. Afghanistan's organic saffron – winner of the Superior Taste Awards from the International Taste and Quality Institute in Brussels for two years in a row – especially stood out among other typical products displayed. The pavilion's restaurant had a very varied menu that gave a clear idea of how the country's population lives in close relationship with spices, both in terms of dishes and drinks. Among the dishes offered were stewed qorma, ravioli mantoo and typical bread.

Theme: Eating for Longevity,
Afghanistan Amazingly Real

Size: 125 sqm



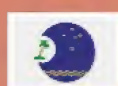
BRUNEI DARUSSALAM

The space was a showcase of the country's increasing efforts in the agricultural sector and in food security. The theme of the Pavilion illustrated how science and technology are providing solutions to the everyday challenges faced by institutions, farmers and entrepreneurs of Brunei, while trying to develop modern and environmentally sustainable agricultural techniques.

In the exhibition area visitors immersed in a journey to discover spices, used both in ancient times and nowadays in traditional rites and medicinal needs. The monitors and videos that decorated the two rooms illustrated the stages of the country's economic, technical and scientific development, while a scenic installation of the nyiru wicker and bamboo baskets, used in rice paddies to separate rice beans from chaff, created a

multisensory atmosphere where you can smell typical spices. In the Pavilion one could also admire an exhibition of photographs rice dishes, an ancient millstone and an exhibition of typical products, such as the famous Halal blue shrimp.

Theme: Science and Technology
for Food Safety, Security
and Quality
Size: 250 sqm



PACIFIC ISLANDS FORUM

PIF

PARTICIPANTS:

Kiribati, Marshall Islands, Nauru, Papua New Guinea, Samoa, Tonga, Tuvalu

The participation of the Pacific Islands Forum at Expo Milano 2015 combined the adhesion of the Secretariat of the Forum to those of some member States.

The Pavilion guaranteed a representation of the singularities of each island, at the same time emphasizing their part in the common vision. The screens and graphics on the walls of the Pavilion described the marvelous natural landscapes of these Pacific atolls. Visitors immediately became aware of their remote and isolated character, an essential characteristic for a correct understanding of the dietary challenges they are facing. Membership in the Forum is aimed

at increasing cooperation between the countries and representation of common interests, including protection of the natural environment and its resources against the effects of climate change.

The Pacific Islands extend over a territory that corresponds to about a third of our planet and only a common commitment will allow the creation of sustainable and innovative production systems. Visitors could explore the islands through individual exhibit stands with typical products and traditional crafts of each island.

Theme: The Pacific perspective: tradition meets innovation in nurturing our environment and securing a sustainable future

Size: 250 sqm



TANZANIA

Through photographs and video reports the Pavilion shared typical food products, promoted tourism and country's potential for new partnerships and international investments for the expansion of the agricultural economy.

To raise interest, knowledge and awareness, an informative display of a great variety of spices that characterize Tanzania, with information about their widespread application in the local cuisine was in the center of the exhibition space.

One of such displays explained the origin of the country's spice culture: the Arab colonial period brought a rich culinary culture to Tanzania and that is exactly how a variety of spices were introduced - from saffron to cardamom, from vanilla to cinnamon - spices that still key to the typical Tanzanian diet.

Specifically, the region that was most influenced by of this trend is

Theme: Experience Tanzanian Culture through Food and Spices

Size: 125 sqm

Zanzibar, also known as the "Spice Island".

The in-house restaurant allowed the Visitor to savor traditional Tanzanian recipes.



VANUATU

The participation of Vanuatu at Expo Milano 2015 was a celebration of this tropical archipelago, composed of over 80 islands located in the South Pacific Ocean. The virtuous coexistence with nature and a simple, sustainable lifestyle aims to protect a paradise landscape that is becoming increasingly vulnerable due to climate change were the main focus of the exhibition theme. The Pavilion introduced visitors to the concept of harmony between man and nature through a video that told an ancient legend, according to which life on the island began with the marriage of two plants: the kava, used in ceremonies, and the coconut tree, which represents life. Along with this legend, the history of Vanuatu was told. Archaeological evidences indicate that starting from 1300 BC the Lapita peoples settled in the

Theme: Go Organic for Better Life
– Vanuatu

Size: 125 sqm

northern part of the archipelago, moving from the Melanesia islands to the west. Since then there have been waves of migration, which also involved peoples of Polynesian origin, in the southern islands of Aniwa and Futuna. Vanuatu wanted to show how its past embraces peoples, history and cultures, in a harmony that can be protected only with a sustainable development, which will increase food security in the country and create a favorable environment for investments and tourism opportunities.

Unofficial Participants

The category of non official participants included 24 civil society organizations and corporations that had obtained permission

from the General Commissioner of their country and from the General Commissioner of Expo Milano 2015.

particip

Unofficial

The Theme was explored fully and completely thanks to the presence of the civil society organizations, which committed day after day to developing initiatives related to food safety, the protection of biodiversity and the environment, nutrition, and the sustainable management of the resources.

There were multiple participation methods: signing a contract that projected the construction of a self-built pavilion, adhering to an agreement that enabled the organization of 30 events on the Expo site or in the aggregate space of Cascina Triulza through special bids for tenders.

ants

Unofficial Participants and Civil Society

Unofficial Participants	Theme	Area (sqm)
ACTIONAID	I eat right	-
ALLIANCE 2015 - CESVI	Food Right Now – The Right to Adequate and Sustainable Food for All	-
ANDREA BOCELLI FOUNDATION - MASSACHUSETTS INSTITUTE OF TECHNOLOGY	-	-
BASMATI PAVILION	The Basmati Pavilion: Harmony with Nature	500
CARITAS INTERNATIONALIS, ITALY AND AMBROSIANA	Divide to Multiply	887
DON BOSCO NETWORK - VIS	Educate young people, energy for life	747
ERASMUS STUDENT NETWORK	Mobility as energy for life	-
EUROPEAN SCHOOL OF ONCOLOGY	Women's health and nutrition	-
FAIRTRADE INTERNATIONAL	The power of you	-
TRIULZA FOUNDATION	EXPIOiding Energies to Save the World	7900
KIP INTERNATIONAL SCHOOL	Attractive territories for a sustainable future	2717
LIONS CLUB INTERNATIONAL	Lions4Expo: where there is a need, there is a Lion	-
OXFAM	The power of women: energy to feed the planet	-
SAVE THE CHILDREN	Be the change	747
VENERANDA FABBRICA DEL DUOMO	Nourish the mind, energy for the culture	1175
WORLD ASSOCIATION OF AGRONOMISTS - CONAF	Food and Identity: the Global Farm of the future – FarmLab 2.0	550
WORLD EXPO MUSEUM	Everything begins with Expo	500
WWF	One planet living	-

ACTIONAID

ActionAid is an International NGO founded in 1972 with an International Secretariat based in Johannesburg, which is in charge of coordinating operations in 20 countries. It has been present in Italy since 1989. Its mission is to fight poverty and every other form of injustice and social exclusion by working closely with the marginalized and cooperating with local partners.

Theme: Io mangio giusto

During Expo Milano 2015, ActionAid promoted the need for a global right to food through a series of events, such as round tables at Cascina Triulza, or its specific campaign on ActionAid Day: on October 7, a course was organized throughout the Expo site in support of the project for widespread access to food in the world. Visitors could make their own

contribution to the campaign, receiving surprises and gifts in return, also thanks to the involvement of a series of pavilions.

ALLIANCE2015 AND CESVI

Alliance2015 and CESVI are part of a network of eight European Non-Government Organizations present in 86 countries. The purpose of Alliance2015 is to help aid countries and influence public opinion and policy in Europe. CESVI is an Italian lay and independent humanitarian organization that, thanks to sustainable development initiatives, works on the local resources and collective mobilization of peoples to fight poverty in the neediest countries.

During Expo Milano 2015, the two associations created a schedule of events to show their commitment to guaranteeing the right to sustainable food.

The events, held at both the Cascina Triulza and the Expo site, focused on three objectives: to improve the socio-economic condition of women (specifically, mothers) by improving the nutritional education and development of children; to make access to resources more efficient and their use sustainable; and to enhance local biodiversity and ecosystems without neglecting the development of the communities that live there.

During the Theme day on October 12, Alliance2015 and CESVI launched the "2015 Global Hunger Index," one of the most important world report on the right to food.

Theme: Food Right Now – the Right to Adequate and Sustainable Food for All



ANDREA BOCELLI FOUNDATION MASSACHUSETTS INSTITUTE OF TECHNOLOGY

The Andrea Bocelli Foundation - together with the Massachusetts Institute of Technology (MIT) - participated in Expo Milano 2015 to promote human potential, spread knowledge, and foster the creation of development projects. During a dedicated day on October 24, two major programs were presented, organized in cooperation with MIT: "Break the Barriers," whose objective was to support and promote initiatives to benefit the

most vulnerable segments of the population in Italy and in developing countries, where conditions of poverty, illness, malnutrition and complex social situations invalidate or reduce life expectancy.

The purpose of the "Challenges" program was to bring together the best minds to identify innovative solutions for facing and exceeding the limits set by disability or social unrest.



Theme: The Basmati Pavilion:
Harmony with Nature
Size: 500 sqm

BASMATI PAVILION

The pavilion offered the visitors of Expo Milano 2015 the possibility of discovering and tasting the various properties and qualities of a product fundamental to feeding much of the world's population.



Theme: Divide to multiply

Size: 887 sqm

CARITAS INTERNATIONALIS, ITALY AND AMBROSIANA

The mission of Caritas, as a Catholic Church organization, is to serve the poor and promote justice in the world. For this reason, it supports social development, works to combat poverty and violence, holds awareness-raising activities, and offers concrete answers to humanitarian crises. On the basis of these fundamental principles, the association decided to participate in Expo Milano 2015 in order to bring to light global inequalities in terms of access to food, in addition to proposing models and lifestyles that place the individual and solidarity at the center, and fighting food waste.

Among its internationally-significant initiatives, Caritas launched the global campaign "One Human Family, Food for All." Inaugurated by Pope Francis, the initiative promoted recognition of the inalienable right to healthy nutrition for human beings in various countries of the world, encouraging individual changes, and making civil society aware of the subject of food safety. The campaign ended with a world Event that opened a vast program of meetings and initiatives organized by Caritas on the political, social and economic aspects of the right to food.



Theme: Educate young people,
energy for Life

Size: 747 sqm

DON BOSCO NETWORK - VIS

The Salesian Family participated in Expo Milano 2015 thanks to the support of the Don Bosco Network world federation – consisting of eight NGOs – to promote the values and principles of the Salesian tradition and guarantee the human rights of children and youth at risk of exclusion. Thanks to the strong commitment of its networks, the Casa Don Bosco pavilion was created, following the model of Salesian Schools around the world. At the end of the Universal Exposition, the structure was donated to a mission in Ukraine, where it became a reception, educational and professional training center for hundreds of children. During the six months of the

exhibition, the Salesian Family focused on young people, in consideration of the future of society and of all humanity, the “true and incomparable energy for life.” Also thanks to the powerful experience accrued through its direct presence of 130 countries in the world, the congregations made their own contribution to the international discussion of the UN’s “Agenda Post 2015.” With a packed schedule of over 180 events in the pavilion, the Salesian Family gave evidence of its approach to the fight against hunger which gives preference to complete, human and spiritual education of young people, promoting the protection of the rights of every person.



Theme: Mobility as energy for life

ERASMUS STUDENTS NETWORK

Founded in 1990, the Erasmus Student Network (ESN) is the largest volunteer university association recognized by the European Commission. It is present in 37 countries, including Italy, and in almost 500 universities. It offers services to foreign students, promoting mobility and exchange programs.

For the Expo, the network launched the ESN4EXPO Project which, thanks to a packed program of events and partnership with the European Union Pavilion and Ciessevi, emphasized the importance of mobility - for study and work - as an expression of active citizenship.

Theme: Women's health and nutrition

EUROPEAN SCHOOL OF ONCOLOGY

Founded in 1982, the European School of Oncology (ESO) wants to contribute to lowering the incidence of deaths due to cancer and to improving diagnostic processes through special training programs, focused on the importance of "curing" the person in a holistic sense.

The National Observatory on Women's Health is an association - started in Milan in 20015 and part of ESO - that intends to be an innovative model of attention to the lives of women, subdividing its commitment to research and public

education into various phases.

The two organizations participated in the Expo by noting the importance and the close connection of nutrition and good health, as emphasized by the World Health Organization. Through a varied program of events, ESO and ONDA contributed to developing a culture of nutritional education, as valuable and undeniable instrument of prevention.

The two organizations also offered specialized consulting services to the visitor with a dedicated counter in Cascina Triulza.

Theme: The power of you

FAIRTRADE INTERNATIONAL

Fairtrade is an international organization that commits to ensuring better living conditions for agricultural producers and workers in developing countries, thanks to dedicated partnerships with producers and consumers. The Fairtrade Standards are recognized worldwide and are developed through a collaborative process that involves farmers, workers and other stakeholders, on a course of shared self-development.

Fairtrade International and Fairtrade Italia wanted to be present at Expo Milano 2015 with a program of events that would extol the economic, social and environmental

aspects of the production in the developing countries. They therefore organized meetings and activities in various areas of the Expo site, in particular in the Cocoa and Chocolate Cluster.

The program focused on the theme of empowerment in order to talk about the living conditions of thousands of people in Asia, Africa, and Latin America, helping visitors to learn how to place the agricultural producers at the center of the commercial supply chains, emphasizing their role in the defense of human rights, improving working conditions, and protecting the environment.



Theme: Attractive territories for a sustainable future

Size: 2,717 sqm

KIP INTERNATIONAL SCHOOL

The Kip International School (Knowledge, Innovations, Policies and Territorial Practices for the United Nations Millennium Platform) is an independent nonprofit organization that works with governments, international organizations, universities, foundations and other public and private organizations, to promote knowledge, innovation, research and educational activities consistent with the United Nations Millennium Development Goals. The Kip International School participated in Expo Milano 2015 with a self-

built pavilion designed to be an international meeting place for institutions, associations and private individuals interested in local development.

The structure evoked the idea of an ancient village, typical of rural areas considered repositories of the natural and historical resources of the territory, and suitable for hosting the world. Given its strong ties with the United Nations, the Kip International School decided to host the UN Garden, where the information panels on the food of

the future were located. During the six months of the exhibition, the pavilion sponsored hundreds of events related to the two great themes being promoted: the relationship between the production, trade and consumption of food and the development of the territory; the concept of innovation, not only of technologies but also of new forms of organization, working methods, types of businesses and associations, forms of financing, and so forth. On its special day, the Kip International School launched the International Fund for Development.



Theme: Lions4Expo: where there is a need, there is a Lion

LIONS CLUBS INTERNATIONAL

Lions Clubs International is a support organization with one million and 350 thousand members organized into 46 thousand clubs distributed in 209 countries. The association, founded in 1917, is devoted to volunteer work through various community projects: protect the environment, provide practical services to the community and assistance in the Event of natural disasters, defeat hunger and thirst, commit to improving the health of children and adults worldwide, and help the elderly and disabled. At Expo Milano 2015 they had an exhibit space in Cascia Triulza with

a very intensive schedule of events. The Lions wanted to focus attention on the key role that civil society can play in tackling the great problems that affect humanity. Starting with the fight against blindness, for which the Club is known worldwide, "Lions4Expo" wanted to involve the visitors in their daily activities: nutritional education, the adoption of healthy lifestyles, healthcare prevention, the protection of the environment, and the fight against waste. A focus on traditions, the development of biodiversity, and the promotion of innovation with social purposes.

OXFAM

The Oxfam global confederation is made up of 17 Organizations, including Oxfam Italia, that work with over 3,000 local partners in over 90 countries around the world, to build a future free from the injustice of poverty.

Started in 1942 in Great Britain, Oxfam is the world leader in rural development projects, specialized in humanitarian aid and campaigns to raise the awareness of and mobilize civil society.

It works directly with the local communities to influence the economic and social policies of governments and national and international institutions, creates sustainable development activities with local communities and proposes responsible lifestyles,

exerting pressure for more just rules that protect the poorest and most vulnerable and respond to the needs of consumers and the environment. Oxfam and Oxfam Italia participated in Expo Milano 2015 with a program of events focused on informing, raising awareness and engaging visitors in the issue of the right to access of food, climate change, and the protection of the environment. In particular, Oxfam placed a strong emphasis on the production of coffee through the global campaign, "Grow Food, Life, Planet," and engaged people in the question of female empowerment, through the initiative, "With women to conquer hunger," which created strong synergies with the WE _ Women for Expo project.

Theme: The power of women: energy to feed the planet



Theme: Be the change

Size: 747 sqm

SAVE THE CHILDREN

Save the Children is the most important independent international organization in the world.

Since 1919 it has dedicated itself to saving children and promoting their rights through effective, innovative and sustainable programs of excellence. The association was present at the Expo with an Experiential Village, a welcoming environment made of wood and recycled materials with outside green areas – landscaped and agricultural – reminiscent of the typical structures of the countries in which it works.

Through interactive installations and sensory experiences, the visitor

could learn about the impact of malnutrition on many children as well as proper nutritional practices and the crucial role that mothers, in their close and intimate relationship with the newborn and the child, play in ensuring adequate nutrition and care, in addition to conveying the right food behaviors.

The public could thus envision what life would have been like if that child had been born elsewhere and how its life could be changed - to be "the Change."

The Village was rebuilt in Lebanon, at an informal refugee camp, where it has become a school for Syrian refugees.



Theme: Feed the mind,
energy from culture

Size: 1,175 sqm

VENERANDA FABBRICA DEL DUOMO

The Veneranda Fabbrica del Duomo di Milano is the nonprofit organization in charge of the preservation and enhancement of the Cathedral. Established in 1387, it strives to preserve and restore the Cathedral, enhance it, and promote it, raising the resources needed for its upkeep.

The Organization decided to participate in the Event with an interpretation of the Theme, creating a pavilion that recalled the gargoyles of the Cathedral - inside of which the visitor could learn the

history of the greatest symbol of Milan - with a copy of the statue of the Madonnina in the center. During the Expo, the Veneranda Fabbrica del Duomo was the sponsor of twelve large cultural projects in Milan.



Theme: Food and Identity: the

Global Farm of the future –

FarmLab 2.0

Size: 550 sqm

WORLD ASSOCIATION OF AGRONOMISTS - CONAF

The World Association of Agronomists (WAA) is an Organization of 350 thousand professionals from 44 countries, including the Council of the National Order of Agronomists and Forestry Specialists (CONAF). It has a long-standing commitment to the issues addressed by the Expo, and gave the visitors a glimpse of the "Global Farm of the Future 2.0." The innovation of the Association's pavilion was to imagine the world as a large puzzle in which the individual pieces are the farms. On this basis,

the visitors, through their behavior, will be the thermometer through which to measure the efficiency of the Planet. The pavilion was the embodiment of the project of the World Association of Agronomists, illustrating the themes, practices and innovations promoted by the members. Hundreds of events were organized, culminating in the Sixth World Conference of Agronomists in September, attended by Italian institutions and participants who hosted some sessions of the Conference in their own spaces.



Theme: Everything begins with Expo

Size: 500 sqm

WORLD EXPO MUSEUM

Sponsored by the BIE and the City Government of Shanghai, the World Expo Museum is the only authorized museum and document collection center of the BIE. During the six months of the Expo, it was located in the Bio-Mediterranean Cluster, pending its official opening in Shanghai in 2016. It exhibited the history of world's fairs since 1851, to examine their important contribution to civilization's spreading of cultural and artistic discoveries.

The main content of the pavilion was the exhibit "EXPO x EXPOS: the BIE's Official Travelling Exhibition" with the Theme "Everything Begins With Expo", a platform which helped the visitors better know the Event and its history, as well experience firsthand its fascination and power. "Everything Begins With Expo"

showed the world's fairs' deep understanding of human progress during the last century and stressed their role as champions of human civilization, and not just stages for the latest technological and scientific discoveries.

The World Expo Museum provided a comprehensive picture of world's fairs and the parallel evolution of cities and society, national identities, industrial developments and technologies, artistic movements and various historical axioms.

The exhibit also had various examples of recipes and wines used at past events and relevant to the Theme chosen for Milan.



Theme: One planet living

WWF

The World Fund for Nature was founded in Switzerland in 1961 and is the most important Organization today for the conservation of nature. Active in 96 countries, the WWF organizes around 2,000 projects every year for the protection of biodiversity and the concrete activation of sustainability models of human development.

The association attended Expo Milano 2015 as part of the "OnePlantFood" program, creating a program of initiatives focused on

analyzing the environmental impact of the food supply chains and their unsustainability, as well as showing the "weight" of their carbon footprint on ecosystems and its effect on the biodiversity of the Mediterranean and the planet.

The WWF wanted to promote the awareness that human beings produce and consume on a single Planet, a reality that demands the creation of models that preserve the variety of life on Earth, while contributing to our wellbeing.

CASCINA TRIULZA

Civil Society was fully involved in the organization and promotion of the event from the start of the application phase:

Expo 2015 S.p.A. decided to offer many Italian and foreign non-profit organizations a possibility to enhance their experience also through a shared space: Cascina Triulza. The Expo immediately promoted cooperation and awareness of the issues related to the theme, using this as a significant opportunity for best practices.

The involvement of civil society was directed in particular at:

- uniting the world of non-profit organizations, that do not always collaborate among them in large international events, making thus the realities more communicative and independent;
- building a path to civil society ownership, since within Expo 2015 S.p.A. sufficient resources would be available to manage the events of a busy cultural program such as the one proposed by Cascina Triulza;
- promoting the cultural growth of the nonprofit sector in Italy and abroad.

Cascina Triulza is a traditional farmhouse – typical of the Milanese countryside and part of the historical, architectural and environmental heritage of Lombardy – with a total area of 7,900 m² divided into

4,100m² indoors on two floors, and 5,100m² outdoors. It was one of the largest spaces of the Expo site, located around 700 meters from the main access, a privileged position. This renovated ancient rural building hosted experiences, debates and meetings on the Theme among non-government and nonprofit organizations. Inside, the civil society participants had the opportunity to enhance their experience, sharing best practices and initiatives connected to the Theme.

The Triulza Foundation – a network of non-profit organizations established for the Event consisting of more than sixty associations active in various fields: cooperation, social promotion, culture, finance, tourism, education and protection of the territory

– managed the space and the coordination of the events. With the project “EXPIOdging Energies to Change the World,” the Foundation wanted to spark reflection on the sustainable use of resources from the environmental and social point of view, to emphasize the need for a change generated by the participation of individuals and communities. A Cultural Program was designed to share the essential contribution of such organizations in tackling the great problems of humanity on an international level, enhancing concrete experiences and good practices on the subjects of nutrition and sustainability, promoting new alliances between non-profit organizations, public institutions and businesses in order to build a more sustainable future.

The central feature of the pavilion’s operational model was the direct involvement of the organizations in the construction of a participatory and inclusive cultural program. Large and small organizations, in cooperation with public institutions or in Partnership with companies, created a multifaceted program,

which was enriched every day with new events, cultural and exhibition activities, symposiums, and entertainment.

The cultural offering of Cascina Triulza represented a unique and unforgettable experience in which the Civil Society was the protagonist of over 80 debates, events put together by more than 200 non-profit organizations, giving life to one of the richest and most diverse programs during the Event. Even the official visits – including the ones of the former President of Italy Giorgio Napolitano, the current President, Sergio Mattarella, the former President of Uruguay José Mujica, the Indian environmentalist Vandana Shiva, the activist and founder of the “Libera” network Don Ciotti, and the Nobel Peace Prize winner Leymah Gbowee – contributed to increasing the visibility of Cascina Triulza on the Italian and international calendar.

Cascina Triulza also gave space and voice to emerging artists, young designers and researchers. The nonprofit organizations put together 152 artistic events involving over 3,000 artists (some interior furnishings were made

by young designers and the Cariplo Foundation – a Triulza Foundation partner). Ten PhD students participated actively in the life of the Cascina, observing and analyzing the work of the member associations.

The market was a meeting place for responsible quality producers and conscious consumers: 200 small Italian and international producers introduced their food and handcrafted products to visitors, products attentive to quality, the environment and human rights.

The Cascina welcomed around 1,6 million people in addition to 35 thousand young people involved in workshops and educational visits. More than 18 thousand children between the ages of 4 and 10 participated in over 500 workshops of the Children Lab, where they tackled the subjects of environmental sustainability, the importance of water and healthy eating through play and practical experience. Cascina Triulza represented the gravitational heart of the civil society activities, a place of identity and impact that can be viewed as Expo Milano 2015 legacy for the local community.

Triulza

Corporate Participants

The private sector's involvement was fundamental to the success of Expo Milano 2015: an event projected toward the future and technological

innovation would not have been effective without the active participation of companies, which are the driver of progress and research.

corporate

Parteci

The companies that decided to join Expo Milano 2015 as corporate participants were involved in defining technologies, innovative research, products and good practices in line with the Theme.

To become Corporate participants, the companies had to submit a Request for Proposal, which included a

Theme Statement, and sign a Participation Contract in which they committed to building, setting up, managing and dismantling a self-built pavilion. The Expo was an exceptional platform for international communication and a unique stage for companies that wanted to boost the image of their brand among millions of visitors.

CORPORATE PARTICIPANTS

ALESSANDRO ROSSO – JOOMOO

CHINA CORPORATE UNITED PAVILION

COCA-COLA

FEDERALIMENTARE4EXPO – CIBUS

NEW HOLLANDE AGRICULTURE (CNH)

VANKE

Theme

Amazing Hospitality

Seeds of China

Every bottle has an history

CIBUSàITALIA

The sustainable farm pavilion

A Venue to Foster Joy and Harmony for the Chinese

Area (sqm)

863

1269

953

1949

1638

959



Theme: Amazing Hospitality

Size: 863 sqm

ALESSANDRO ROSSO — JOOMOO

The Alessandro Rosso Group, market leader in the incentives field, decided to manage an exhibition facility at Expo Milano 2015 to offer a front row seat to Italian brands – protagonists in this relaunching of the national economy. Here they could organize events, meetings and business appointments. Inside the pavilion, visitors found the very special "I Bar," an ice space at -7°C, and the very white "Red Beach" on the roof of the structure, where people could dine or dance.



Theme: Seeds of China

Size: 1,269 sqm

CHINA CORPORATE UNITED PAVILION

The China Corporate United pavilion interpreted, through the symbol of a seed, the dream of a group of Chinese companies that want to be based on the values of conservation of natural resources and food safety.

Themes such as "The Origin of Life," "The Power of Growth," "The Dream of the Seeds," "The Light of Life," "The Cycle of Life," "Culinary Art" and many more were shown in the exhibit space to demonstrate the expansion and the role of the entrepreneurial world in relation to the rapid development of the country. It is the first time that a group of Chinese companies has come together to propose their own pavilion at a Universal Exposition.

The powerful image of the germination of a seed that breaks through the earth inspired the project of the China Corporate United pavilion. Life that was springing from the green heart – the

auditorium space – evolved into the spiral of the DNA chain, which traced a rising path and developed into an elliptical shaped ramp that guided the visitors up to the open spaces, the Italian-Chinese garden and the terrace.

The pavilion had a rectangular shape – rendered aesthetically light thanks to the use of breathable membrane and glass walls – with harmonious interior curves that represented the vitality of Chinese businesses. The objective was to create a harmonious natural environment, which offered four different itineraries: from the first floor, where the exhibit hall and the auditorium were located, the visitors descended to the ground floor and the basement to experience directly the food preparation, and then head for the restaurant and souvenir shop.



Theme: Every bottle has a story

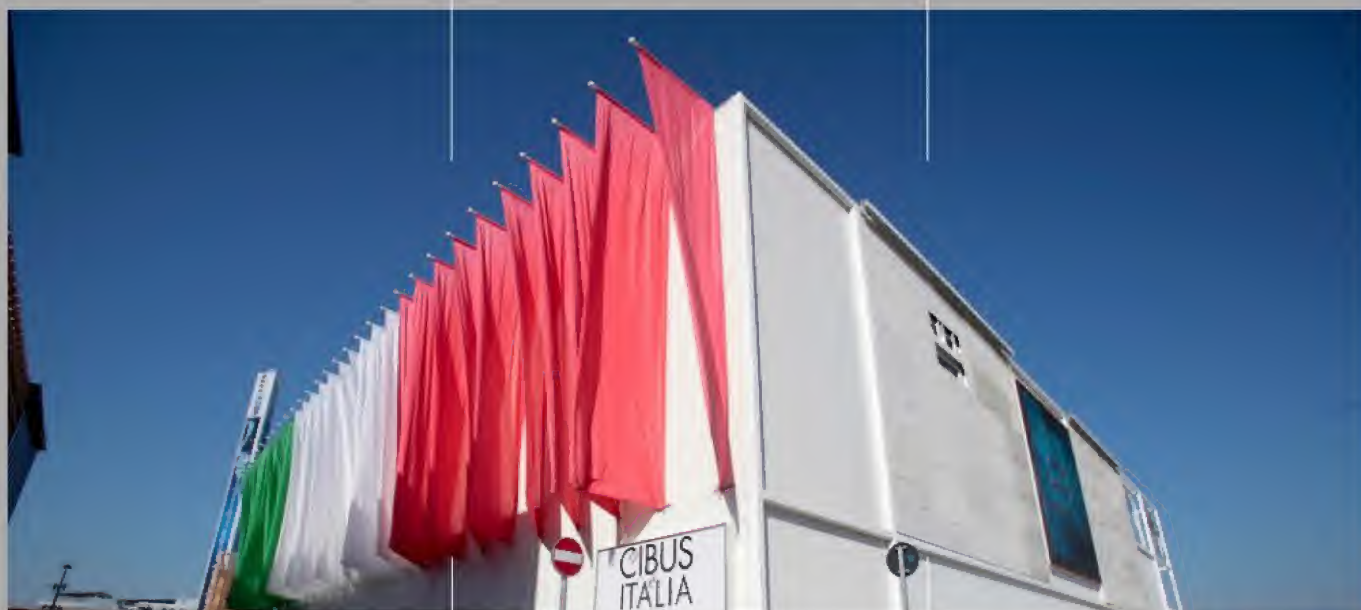
Size: 959 sqm

COCA-COLA

Coca-Cola promotes the adoption of an active lifestyle and balanced nutrition, innovation in terms of product and ingredients, support for the empowerment of women and environmental sustainability; all issues closely related to the Theme. For this reason, Coca-Cola wanted to be present at Expo Milano 2015 with a pavilion that represented its heritage and its vision of the Theme "Feeding the Planet. Energy for Life." The exhibit space was therefore the perfect context in which to describe the company's sustainability model

and display its many initiatives and campaigns in these fields, which are part of its vision of "us and the world."

The area was constructed using only eco-sustainable materials (glass, wood, water) and, in line with the re-use of the pavilions of the Exhibition Site, it was donated to the City of Milan and transformed into the roof of a basketball court. During the six months of the Expo, Coca-Cola welcomed 400 thousand visitors, offering them a series of edutainment events.



Theme: CIBUSèITALIA

Size: 1,949 sqm

FEDERALIMENTARE

Project planned by Federalimentare – the Italian Federation of the Food and Beverage Industry – in partnership with Fiere di Parma and the International Food Fair, CIBUS.

The pavilion was designed as an epicenter to spread and enhance the image of the Italian food industry and its best brands. The area served as a showcase for high-end Italian food products, arranged in an itinerary that was subdivided by product supply chains, to give the buyers and the foreign visitors

a comprehensive panorama of Made in Italy food. It was a grand narrative of the unique qualities of the Italian agro-industry, the wealth of the territories and products, and the entrepreneurs who create, develop and innovate it. A creative and relational wealth, which springs from the history of businesses and regions, and is reflected in the new generation of entrepreneurs and managers who foster the development of Italian Food in the World. The pavilion was rebuilt at Fiere di Parma during CIBUS 2016.



Theme: The sustainable farm
pavilion

Size: 1,638 sqm

NEW HOLLAND AGRICULTURE

New Holland Agriculture's participation in Expo Milano 2015 was an opportunity to show how a world leader in agricultural mechanization views the present and prepares agriculture for the future. It has a view of a sustainable and equitable future, in which the production of quality food, clean energy and high yields will be part of a unique virtuous cycle based on the use of renewable resources, respect for the Earth and the environment, and the elimination of waste.

The concept of the pavilion was inspired by the Clean Energy Leader strategy, which New Holland has pursued since 2006, and in particular the Energy Independent Farm project, the winner of 2009 SIMA (International Exhibition of Agricultural and Breeding Supplier) of Paris – based on the energy self-sufficiency of agricultural companies and the conviction that, by freeing themselves from the bonds of fossil fuels, farmers can "cultivate" their own bioenergy sources.



Theme: A place for meeting,
joy and harmony for the Chinese
Size: 959 sqm

VANKE

Located near the Lake Arena, the Vanke Pavilion represented the successful participation in Expo Milano 2015 of the largest Chinese residential real estate company listed on the Shenzhen Stock Exchange. This unique project was created by the firm of the architect Daniel Libeskind of New York, and by Libeskind Architettura (Milan), who conceived it as an extension of the surrounding landscape. The area was split into two independent paths, from the inside to the outside. On the first path, the visitor found the "Virtual Forest," a short film projected onto 300

screens that depicted moments in the life of contemporary Chinese communities, highlighting the fundamental role played by the *shi tang* (cafeteria) in daily life.

The second housed the atmospheres tied to this practice, which – much more than a simple space to eat and drink – represented a traditional social structure, present since ancient times and still in existence in contemporary Chinese society in various forms. A convivial space in which to find convenient food, a healthy and serene atmosphere.

Thematic

Thematic

Areas

The Pavilion Zero was the place where Italy greeted the world, welcoming it to its Universal Exposition

and retracing the history of humanity through the relationship of man with food.

The Thematic Areas were physical spaces which interpreted the Theme "Feeding the Planet, Energy for Life" thanks to exhibit itineraries and attractions, directly involving the smallest visitors, but also the bigger ones, and donating an amusing but especially educational sensory experience.

The five spaces were conceived and designed by prestigious international curators. Four were located at key points of the Exhibition Site, while one - Arts & Food - was located in the Triennale di Milano.



PAVILION ZERO

Curated by Davide Rampello with architectural design by Michele de Lucchi, this was the launch pad for the concepts and languages related to the Universal Expo.

Inside the main questions suggested by the Theme were proposed using a scenic language, to spark a sense of wonder and curiosity. Located at the West Entrance, it provided an introduction to the visit and traced the history of man through food, a depiction that did not end in the pavilion but dared to become an detailed itinerary around the whole Expo site. As an element of opening to knowledge, on the inside Pavilion Zero developed the Theme from a multidisciplinary perspective: social, cultural, environmental and technological.

An emotional path that surprised the senses through imposing installations – with massive visual and auditory impact – and scenes

that exceeded the physical limits of the walls, turning this passageway into an event and the architecture into an experience.

Pavilion Zero was also a fundamental step on the UN itinerary, the "Zero Hunger Challenge." The two narratives intersected across the Expo site where, thanks to the UN steles, visitors could discover the close relationship between the Theme and one of the fundamental missions of the United Nations: to guarantee the right to food of everyone so that they can lead healthy and productive lives, without compromising the needs of future generations.

Inside Pavilion Zero, created also with the contribution of Italian Cooperation Development, the Best Sustainable Development Practices on food safety were also represented, one of the

cornerstones of the interpretation of the Theme: development and the spread of positive examples were one of the characteristics of Expo Milano 2015.

The 18 initiatives selected by the Feeding Knowledge program received emotional resonance inside Pavilion Zero, where they were narrated and enhanced through powerful communications. The international tender launched by the Organization collected over 740 projects, attesting to its contribution to cooperation and exchange, and establishing itself as the symbol of shared knowledge which characterized the Universal Exposition.

The best practices of Expo Milano 2015 have become benchmarks and models of sustainable development for every country in the world at the environmental, social, productive, technical and scientific level.



BIODIVERSITY PARK

A large garden of 8,500 m², curated by the Faculty of Agriculture of the University of Milan with Emilio Genovesi and Stefano Mirti, and created in the northeast area of the Expo site by Bologna Fiere. The Park reproduced the varieties of nature in an evocative multiform landscape that engaged the visitor emotionally and intellectually. In line with this approach, biodiversity was depicted in part through the reconstruction

of extraordinary landscapes, created with 300 species of different plants, and in part through videos and virtual presentations.

An interactive area of the Park was the Mediterranean Hill, where the biodiversity plaza was located. This area managed by Slow Food and dedicated to sustainable agriculture, responsible consumption, and the fight against waste. It concluded

with a special tasting itinerary. The Biodiversity Park was therefore not just a recreational space and landscape, but rather a container of additional information related to the Theme.



FUTURE FOOD DISTRICT

Curated by Carlo Ratti in cooperation with the Massachusetts Institute of Technology of Boston, and created by the Partner Coop, the Future Food District was based on the idea of allowing the visitor – in particular the young and technology users – to understand the impact that the extended application of technology will have on the conservation, distribution, purchase and consumption of food, how future scenarios will evolve, and the consequences of individual choices on commercial and private

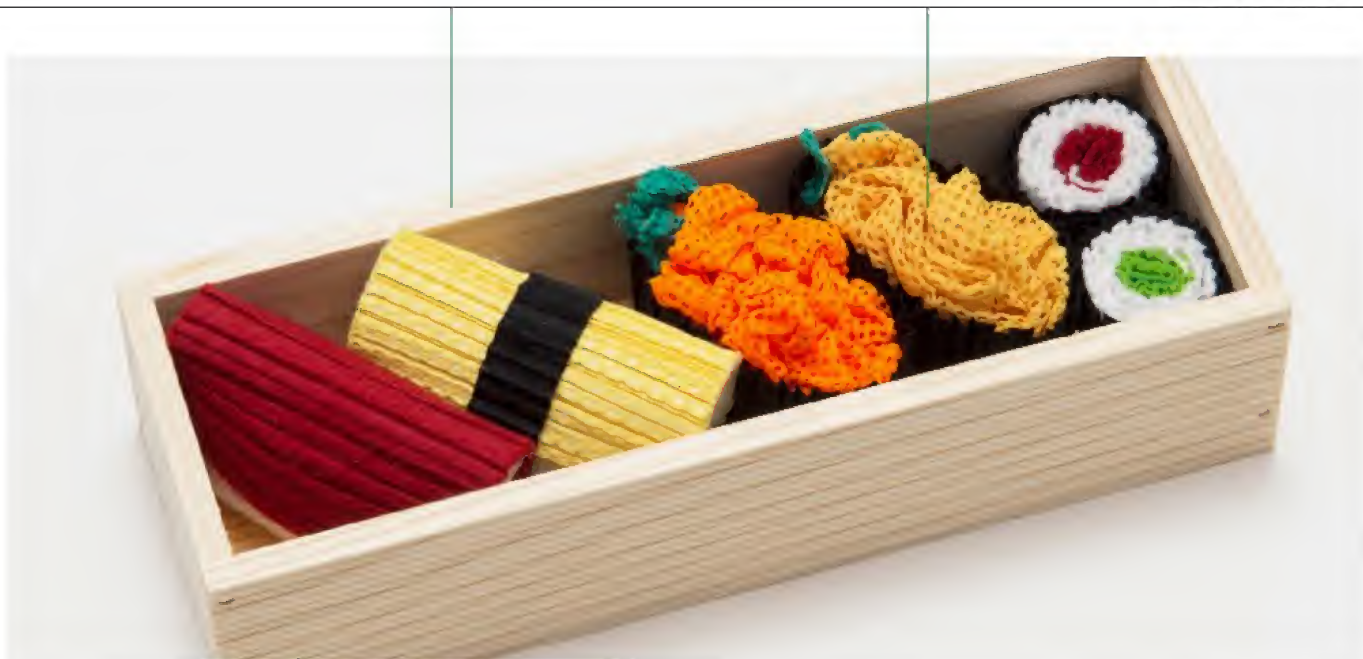
spaces dedicated to these functions. Inside the Future Food District the exhibit spaces as well as the buildings (already in the facades) were objects of narration and multimedia experience, thanks to a selection of biological materials that grew fruit and vegetables through hydroponic methods on several floors. The technological set-up was crucial to the project, which allowed everyone to see and touch the food of tomorrow and discover the experience of buying in a supermarket of the future.



CHILDREN PARK

This space was dedicated entirely to an important special public, to whom services and adequate structures were dedicated as well as games and learning activities - the children and the families were the producers and consumers of the food of the future. The Children's Park was a benchmark for Expo Milano 2015, a place where the concept of intangible legacy became concrete. With the children more than anyone else the exhibition had to be transformed into performance, theory into workshops, and formulas into games.

The concept of this thematic area, curated by Sabina Cantarelli and developed by the team of Reggio Children, was based on the desire to foster the responsible participation of visitors in the fate of the planet, regardless of their age. This translated into a play structure that symbolized the center of the world, and into itineraries consisting of installations focused on interpersonal relations, interdependence and collaborative actions.



ARTS & FOODS. RITUALS SINCE 1851

A unique space outside the Expo site, this exhibit sprang from the project by Germano Celant to investigate the relationship between the arts and the numerous rituals connected to food in the world.

It was inaugurated on April 8 and continued until November 1, set up in the spaces of the Triennale di Milano with the staging of Italo Rota and the graphic design of Irma Boom. "Arts&Foods. Rituals since 1851" occupied more than 7,000 square meters to present, fully and abundantly, a plurality of visual, plastic, object and environmental languages that from 1851 to today have focused on the issue of nutrition - a historical narrative on the aesthetic and functional influence that food has exerted on the languages of creativity.

The installation was divided into 15 reproductions of environments dedicated to food - from the dining room to the kitchen, from the bar to the picnic areas - where paintings, furnishings, objects, household appliances, photographs, documents, film excerpts, television programs, posters, and menus helped tell a story with great impact, also thanks to more than 2,000 artworks from museums, public and private foundations, collectors and artists from all over the world. This journey through time developed the Theme creatively and breathed life into an expanded sensory dimension, thanks to musical recordings and olfactory stations, cinema and television projection points, and literary quotations.

CHAPTER 9

184 Days of Events

Engage the participants in order to engage every visitor. From education to entertainment – the energy of people coming together to enliven a showcase of one million square meters.

9.1

The People at the Center

The events – with their variety of content, genres and audiences – were as central to the visitor's experience as the Expo architecture and exhibits.

Five-thousand initiatives in six months. From the inauguration to the closing ceremony, every corner of Expo Milano 2015 served as a showcase and a meeting point. Local traditions on exhibit, conferences and concerts – even a mini-marathon. Expo Milano 2015 was a grand open stage, where thousands of people could participate in a shared Event – waiting for sunset when the enchantment of music began and the lights of the Tree of Life turned on.

There were fewer events directly hosted by the organization as part of this productive agenda than there were participants and entities involved in the Expo – all of whom expressed their identity and views through the theme of nutrition. The task of Expo Milano 2015 focused, once again, on **promoting this shared energy**, through regulated, appropriate spaces, giving life to a program of universal appeal that combined discussions on nutrition with entertainment.

A broad thematic platform, where every organization could fully express itself



**Cross-cutting issues
and “edutainment”
with a focus
on Theme
and visitors**

came alive through concerts and performances, in which various national costumes could be admired.

The unifying common goal was to **educate by entertaining**, in a contemporary interpretation of the original spirit of Universal Expositions. The official and unofficial participants, the Italian and international institutions, and partners were all committed to developing the Theme through an ongoing effort to leave an intangible legacy not only of knowledge and awareness, but also of emotions – a winning strategy proven by the success of Expo Milano 2015 with the public.

Expo Milano 2015 placed participants center-stage, enabling them to share their vision of the Theme, with the visitor as the focus of attention. Over 21 million people made the Expo site their own with a dynamic schedule for a broad and diverse public in terms of age, culture and nationality. Credit for

this goes to the coming together of different organizers and visions that spontaneously formed these offerings.

At the “party for 7 billion guests,” as the billboards said, the events engaged many countries in an exchange of experiences that would be hard to replicate anywhere else. World Avenue



THE LOCATIONS

The **event spaces** were the main sites highlighting a mix of education and performance, art and technology. These spaces hosted performances – day and night – along with official ceremonies, meetings, conferences, concerts, presentations and National Day and Theme Day celebrations.



LAKE ARENA AND TREE OF LIFE

At the North End of the Cardo, Lake Arena was the largest outdoor space dedicated to visitors. With stadium seating for about 3,600 people, and a capacity of 20 thousand standing, the Arena gathered a large audience every evening – with their eyes (and smartphones) raised upwards – to see the **Tree of Life**. The spectacular wood and steel structure soared amid a spray of fountains, in the middle of a circular pool almost 100 meters in diameter, which was paved with dark stone, creating a mirror effect.



SAN CARLO OPEN AIR THEATRE

At the opposite end, the Cardo led visitors to the San Carlo Open Air Theatre, a large space used for outdoor events with a capacity of 9,000 people in stadium seating or on the lawn (for a total of 8,800 m²). It hosted the opening and closing ceremonies. For the first months of the Event, the stage hosted the show "Allavital," created and performed by Cirque du Soleil exclusively for Expo Milano 2015.



AUDITORIUM AND CONFERENCE CENTRE

Two twin structures located in the southern part of the Expo grounds completed the spaces available for large events. Participants' official events were held in rooms purposed for conferences, workshops and performances, with capacities of 200 to 1,000 seats. The street artist, Bros, curated the coloring of the exterior facades.



OPEN PLAZA

This outdoor event area of the Expo Centre (West Entrance) was covered by a roof. During the six months of Expo, it was the venue for the various flag-raising ceremonies of countries celebrating their National Day.

In addition to the main areas, the Masterplan anticipated **using and repurposing the spaces** for events anywhere possible to meet the high demand and various needs of the initiatives. The organizer made available the many open areas and majestic settings on the Expo grounds and World Avenue: a strategic choice to enhance the variety of spaces and promote **an impressive calendar of events**.

Spaces for events were also available in many pavilions and within the theme clusters: extra venues bringing the Expo to life with music, debates and tastings. The Tree of Life was unquestionably a vital meeting place for visitors. Standing at 37 meters high, with its lights and fireworks, the Tree filled the evenings of Expo Milano 2015 with music and color for over 2,200 performances.

In yet another great production, from May through August, the famous Canadian *Cirque du Soleil* performed at the Open Air Theatre with *ALLAVITA!*, a show created for the Universal Expo, playing five days a week for a total of about 80 performances. *Cirque du Soleil* drew inspiration for its evocative story from the Expo Theme, narrating it through the acrobatic prowess and signature empathy of its actors.

Between September and October, the Open Air Theatre hosted many concerts of various musical genres, with visitors enjoying Italian and international musicians alike. Worthy of mention is also the performance by the Russian company, Igor Moiseyev Ballet, one of the world's top professional folkloric dance companies, which boasts a repertoire of more than 300 folkdances, short choreographed pieces, and ballets.





9.2

Six Spectacular Months

Expo Milano 2015 offered moments of reflection and enchantment through a memorable combination of interpretations of the Theme.

In the line-up of Expo events, the National Days were particularly exciting. They were organized on the national holiday or significant anniversary of participating countries, allowing them to present the deepest aspects of their cultures and traditions. During the Expo, these National Days provided an opportunity for countries to share their individual experiences in facing

nutritional needs, and discuss other issues of local and global interest. More traditional folklore was intertwined with a focus on international policies, the recognition of human rights, and the strengthening of trade relations between various countries.

For national delegations this spirit of cooperation and solidarity culminated in the signing of the

Milan Charter at Palazzo Italia. There was a large **turnout of government representatives**, with over 920 conferences – making Expo Milano 2015 a privileged forum of debate among politicians, entrepreneurs, influencers, and leading figures of international entertainment and sports.

World Food Day and its focus on the right to food were a

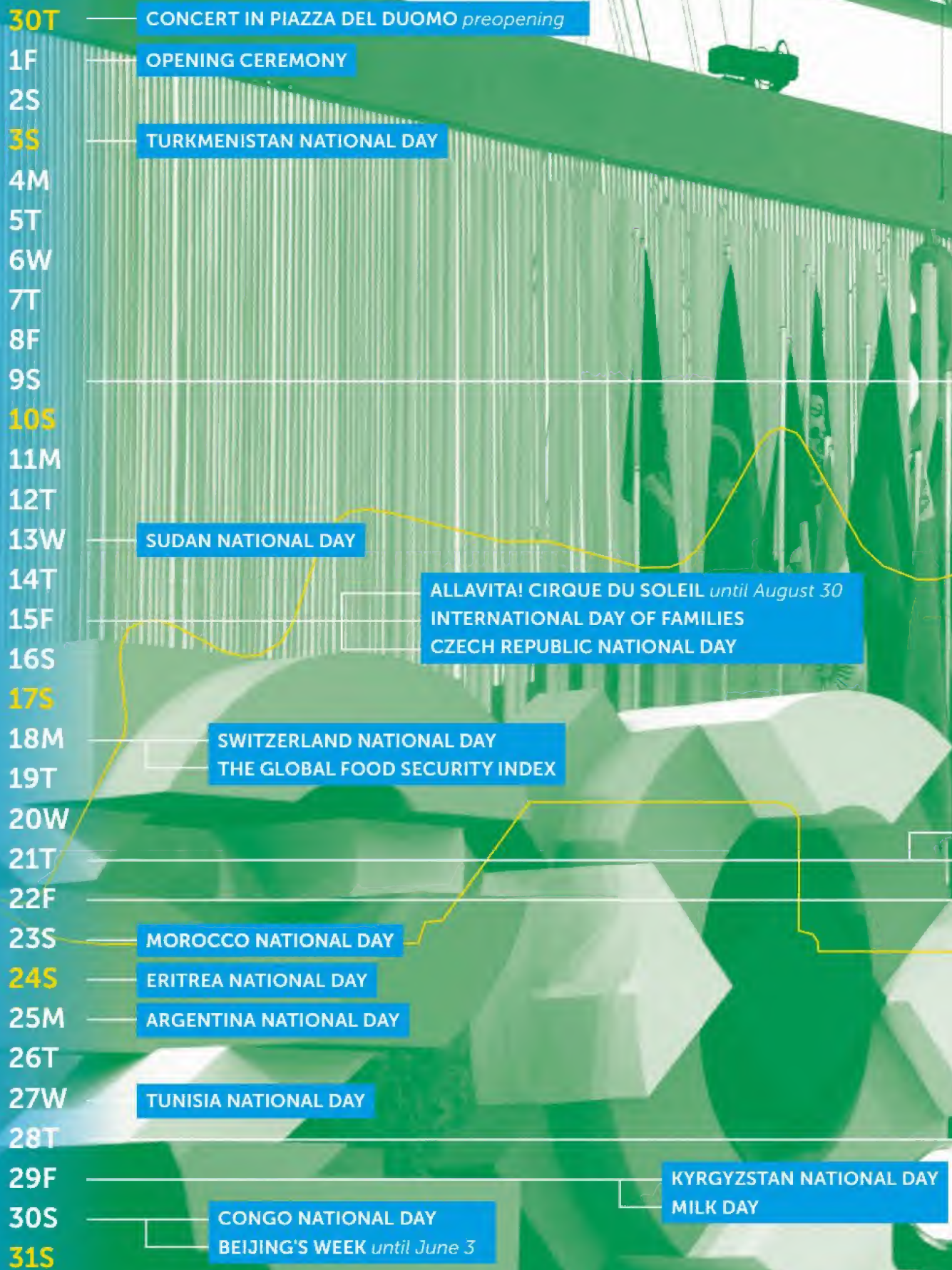


cornerstone of the Event – with a visit by the UN Secretary-General, to whom Italy presented the Milan Charter. The **United Nations**, as an official participant of Expo Milano 2015 and in cooperation with Expo organizers, also dedicated three days to discussing certain priority subjects for the UN: the environment, human beings, and nutrition.

Cascina Triulza was also vital to Expo, as the venue for civil society and nonprofit organizations offering over 800 events to more than 6,000 visitors.

Lastly, the **Italian Pavilion** and its **partners** proved fundamental, having organized more than 4000 debates, meetings, conventions and other thematic events.

**Following is the selection
of some of the most
significant events
that took place at the
Exhibition Site**



MAY 2015

EUROPE DAY

MONTENEGRO NATIONAL DAY

WORLD DAY FOR CULTURAL DIVERSITY, DIALOGUE AND DEVELOPMENT

CHINESE TOURISM DAY "BEAUTIFUL CHINA AND THE SILK ROAD"
INTERNATIONAL DAY FOR BIOLOGICAL DIVERSITY

THE IMPORTANT ROLE OF WOMEN; EXPERIENCES AND CHALLENGES
FOR THE POST 2015 DEVELOPMENT AGENDA *May 28 and 29*











Sbrinz



Sbrinz







VANUATU NATIONAL DAY
#EXPOTTIMISTI EVENT
INTERNATIONAL CONFERENCE OF WORLD FARMER ORGANIZATION

MONACO NATIONAL DAY
SHANGHAI WEEK *until June 13*

HOLY SEE NATIONAL DAY

ECUADOR NATIONAL DAY

SAN MARINO NATIONAL DAY

UNITED KINGDOM NATIONAL DAY
WORLD DAY TO COMBAT DESERTIFICATION AND DROUGHT

LAOS NATIONAL DAY

REPUBLIC OF KOREA NATIONAL DAY

ISRAEL NATIONAL DAY

KAZAKHSTAN NATIONAL DAY

WOMEN'S FORUM ITALY 2015
WOMEN TO NURTURE A SUSTAINABLE FUTURE *June 29 and 30*

JUNE 2015



ITALIAN WEEK *until June 7*

INTERNATIONAL AGRICULTURAL FORUM *June 4 and 5*

WORLD ENVIRONMENT DAY

CHINA NATIONAL DAY
WORLD OCEANS DAY

ESTONIA NATIONAL DAY

RUSSIA NATIONAL DAY

BELGIUM NATIONAL DAY
WORLD DAY AGAINST CHILD LABOR

IRELAND NATIONAL DAY

SPAIN NATIONAL DAY
BREAD EVENT

GERMANY NATIONAL DAY

SLOVENIA NATIONAL DAY

GORAN BREGOVIC'S CONCERT
SERBIA NATIONAL DAY

FRANCE NATIONAL DAY
PIZZA EVENT

SLOVAKIA NATIONAL DAY

AUSTRIA NATIONAL DAY

MALI NATIONAL DAY

DEMOCRATIC REPUBLIC OF THE CONGO NATIONAL DAY

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24W

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26F

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28S

29M

30T













1W	GOOD GOODS	
2T		FEEDING THE BRAIN RWANDA NATIONAL DAY
3F		
4S		UNITED STATES NATIONAL DAY INTERNATIONAL DAY OF COOPERATIVES
5S	BURUNDI NATIONAL DAY	
6M	THE KEY ROLE OF EDUCATION	
7T		
8W	THE ASPEN FORUM AT EXPO: FOOD SECURITY, NUTRITION AND GLOBAL HEALTH <i>July 8 and 9</i>	
9T		
10F		
11S		JAPAN NATIONAL DAY WORLD POPULATION DAY
12S		
13M		TANZANIA NATIONAL DAY
14T		
15W		LITHUANIA NATIONAL DAY
16T	MALTA NATIONAL DAY	
17F		GHANA NATIONAL DAY
18S		
19S	SRI LANKA NATIONAL DAY	COLOMBIA NATIONAL DAY COCOA EVENT
20M		
21T		
22W	SENEGAL NATIONAL DAY	
23T		EGIPT NATIONAL DAY
24F	MAURITANIA NATIONAL DAY	
25S		OMAN NATIONAL DAY
26S		
27M		
28T		
29W		
30T		GABON NATIONAL DAY
31F	NATIONAL DAY MYANMAR CULTURE INTERNATIONAL FORUM <i>July 31 and August 1</i>	

JULY 2015

STARTING FROM GIRLS
UGANDA NATIONAL DAY

CAMEROON NATIONAL DAY
WOMEN IN BUSINESS: THE POSITIVE ECONOMY AT WORK

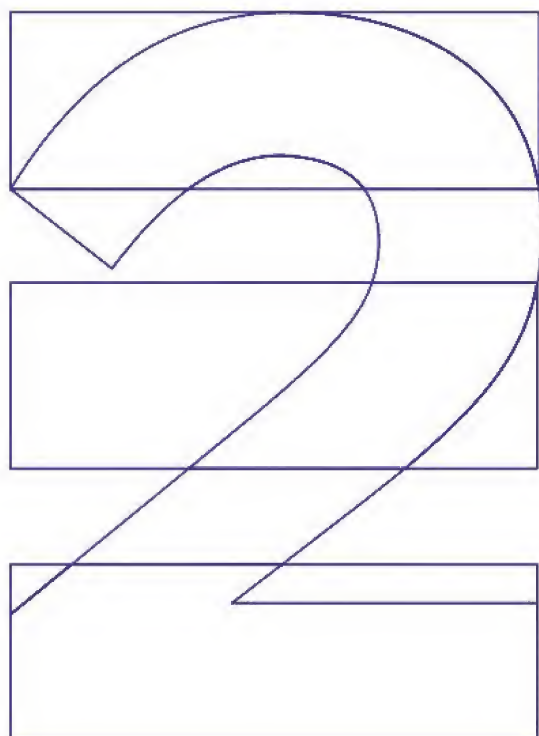
AZERBAIJAN NATIONAL DAY
FRUIT AND VEGETABLES EVENT

BEIJING PLUS 20: THE ITALIAN RECORD AND THE INTERNATIONAL ONE
HAITI NATIONAL DAY

CARICOM NATIONAL DAY
OPENING VIVAIO TALENTI *until October 29*
NELSON MANDELA INTERNATIONAL DAY

CUBA NATIONAL DAY

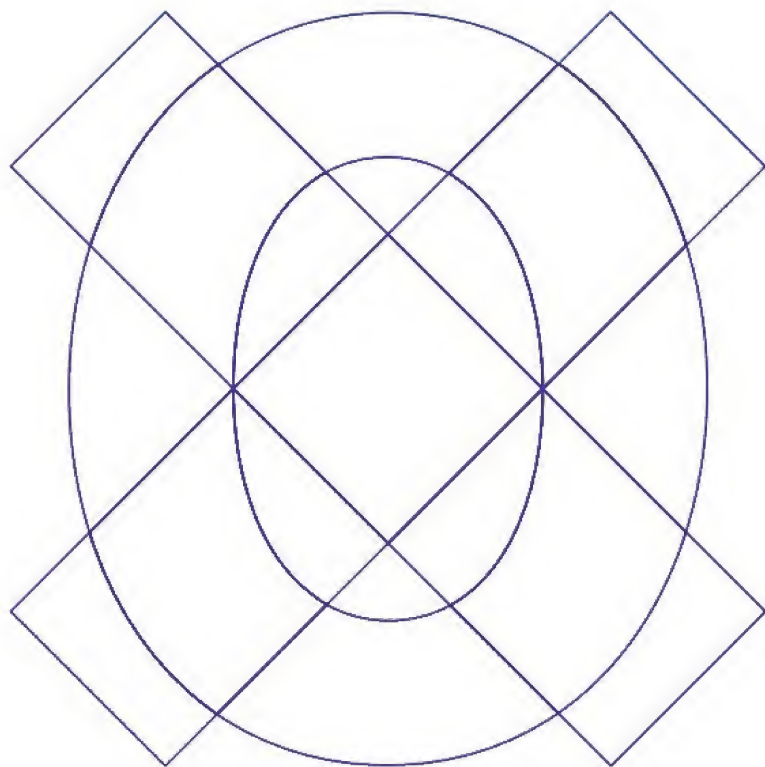
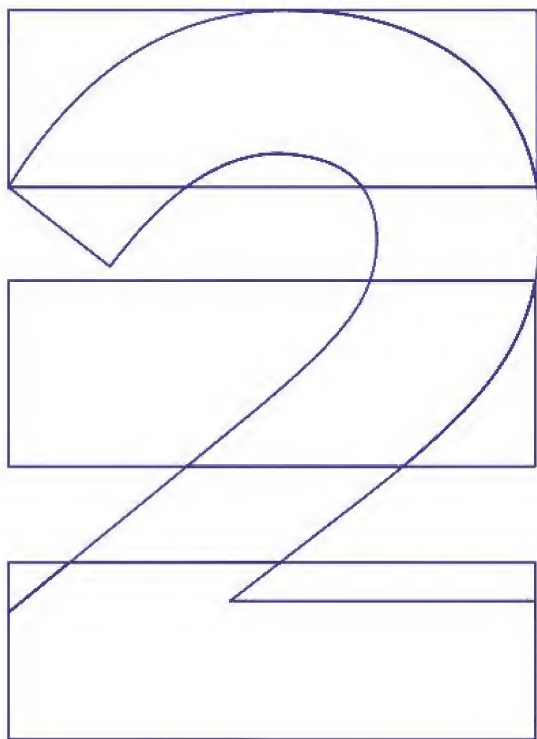
ROMANIA NATIONAL DAY













AUGUST 2015

JORDAN NATIONAL DAY
INTERNATIONAL DAY OF THE WORLD INDIGENOUS PEOPLES

MALDIVES NATIONAL DAY

NATIONAL DAY COTE D'IVOIRE

MADAGASCAR NATIONAL DAY

WORLD HUMANITARIAN DAY

AFGHANISTAN NATIONAL DAY
FISHERMEN EVENT

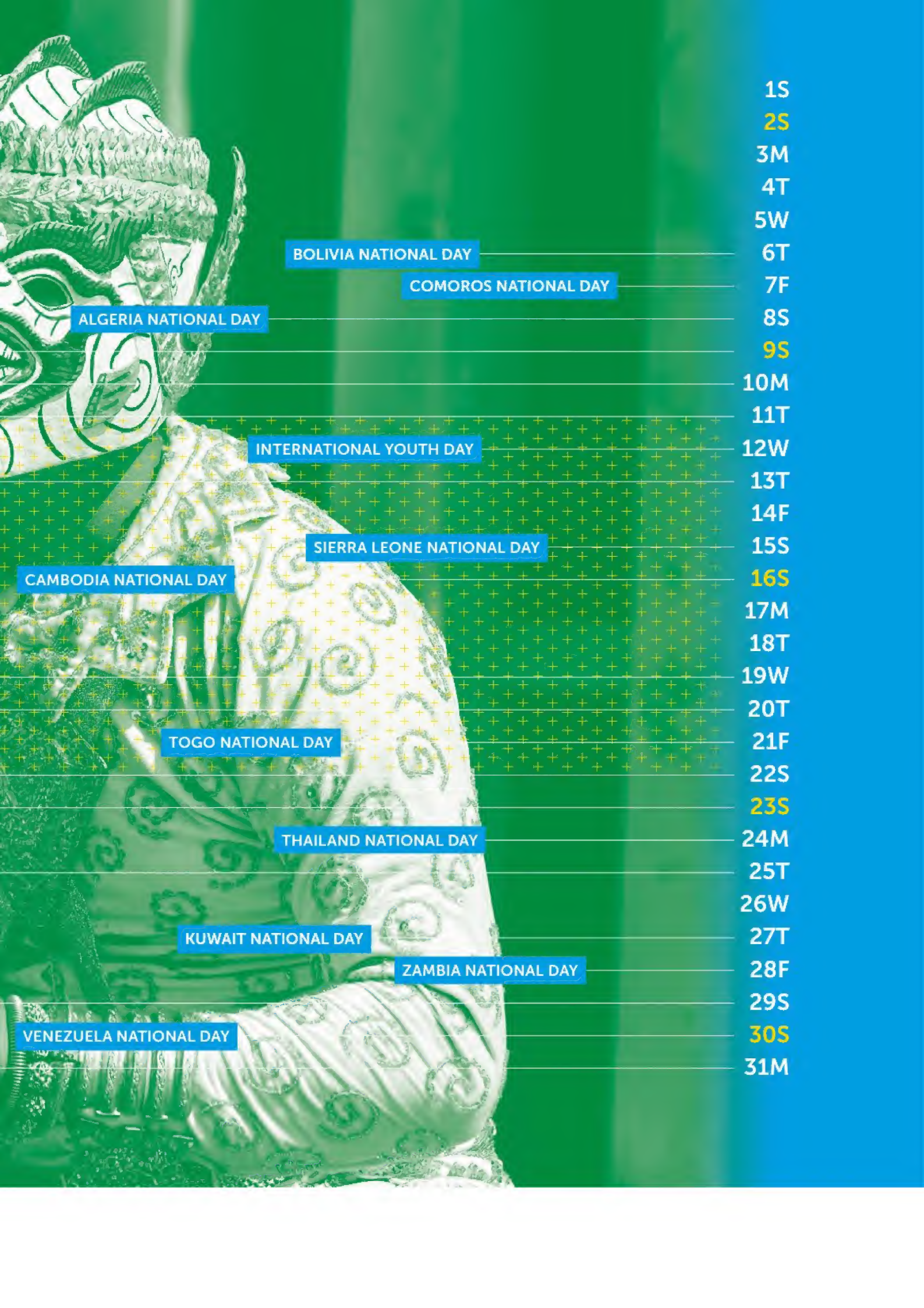
BENIN NATIONAL DAY

IRAN NATIONAL DAY

URUGUAY NATIONAL DAY

MOLDOVA NATIONAL DAY

ZIMBABWE NATIONAL DAY



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BOLIVIA NATIONAL DAY

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COMOROS NATIONAL DAY

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ALGERIA NATIONAL DAY

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INTERNATIONAL YOUTH DAY

12W

13T

14F

SIERRA LEONE NATIONAL DAY

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CAMBODIA NATIONAL DAY

16S

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TOGO NATIONAL DAY

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THAILAND NATIONAL DAY

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KUWAIT NATIONAL DAY

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ZAMBIA NATIONAL DAY

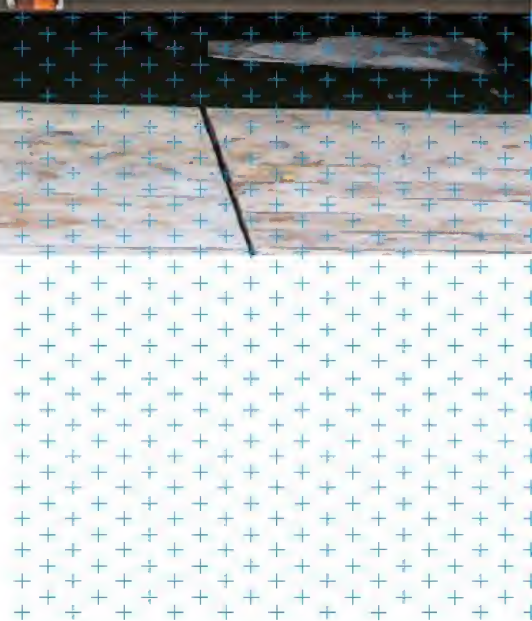
28F

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VENEZUELA NATIONAL DAY

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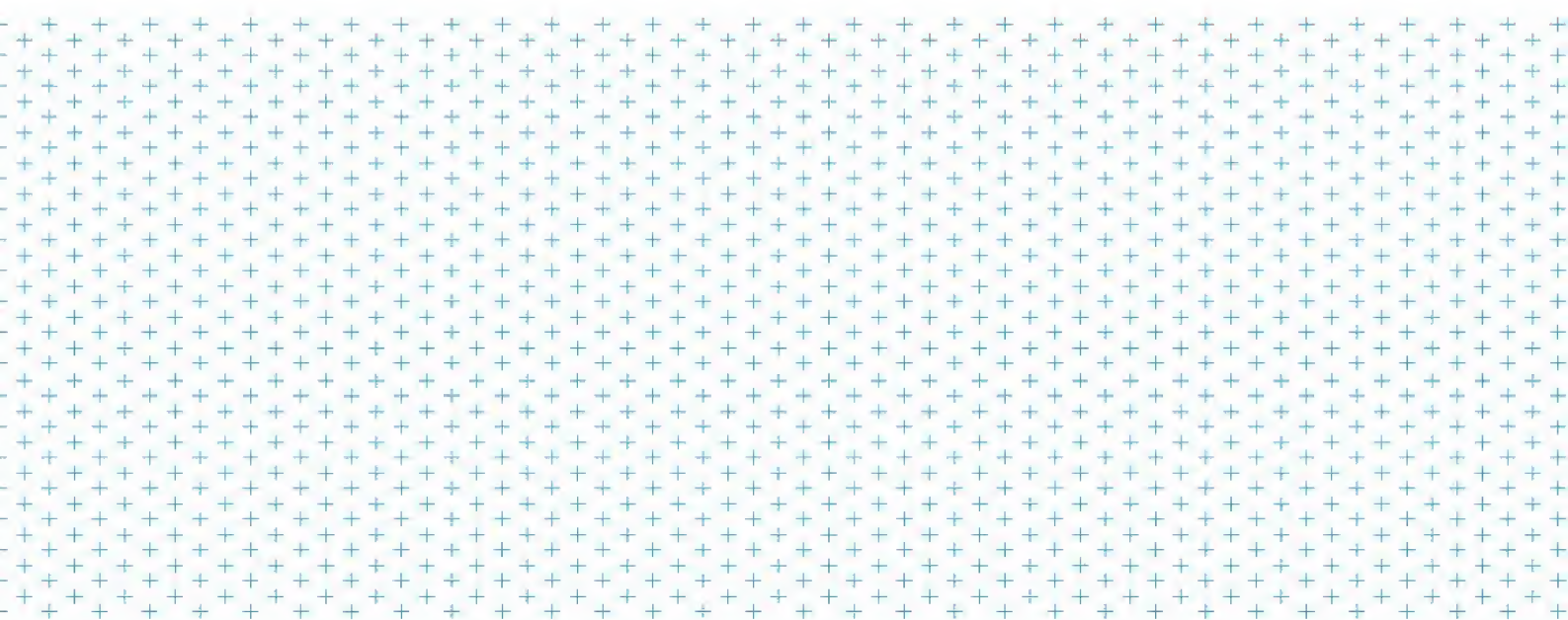












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VIETNAM NATIONAL DAY

SOMALIA NATIONAL DAY

GAMBIA NATIONAL DAY

INDONESIA NATIONAL DAY

BRASIL NATIONAL DAY

QATAR NATIONAL DAY

TURKEY NATIONAL DAY

ELISA CONCERT

POLAND NATIONAL DAY

NUTELLA #BUONGIORNOENTUSIASMO

ANGOLA NATIONAL DAY

AGRICULTURAL BIODIVERSITY, FOOD SUPPLY CHAINS AND WOMEN'S EMPOWERMENT

BANGLADESH NATIONAL DAY

EDOARDO BENNATO & FARMERS CONCERT

GUINEA BISSAU NATIONAL DAY

RICE EVENT

INTERNATIONAL DAY OF DEMOCRACY

MOZAMBIQUE NATIONAL DAY

WORLD MARITIME DAY

LEBANON NATIONAL DAY

MALAYSIA NATIONAL DAY

CHILE NATIONAL DAY – INTI-ILLIMANI CONCERT



BAHRAIN NATIONAL DAY

KENYA NATIONAL DAY

BELARUS NATIONAL DAY

BRUNEI DARUSSALAM NATIONAL DAY

THE KOLORS CONCERT
ETHIOPIA NATIONAL DAY

EL SALVADOR NATIONAL DAY
ITALIAN AGRICULTURE DAY by Coldiretti

MEXICO NATIONAL DAY
INTERNATIONAL DAY FOR THE PRESERVATION OF OZONE LAYER

INTERNATIONAL DAY OF MEDITERRANEAN DIET – UNESCO INTANGIBLE HERITAGE OF HUMANITY

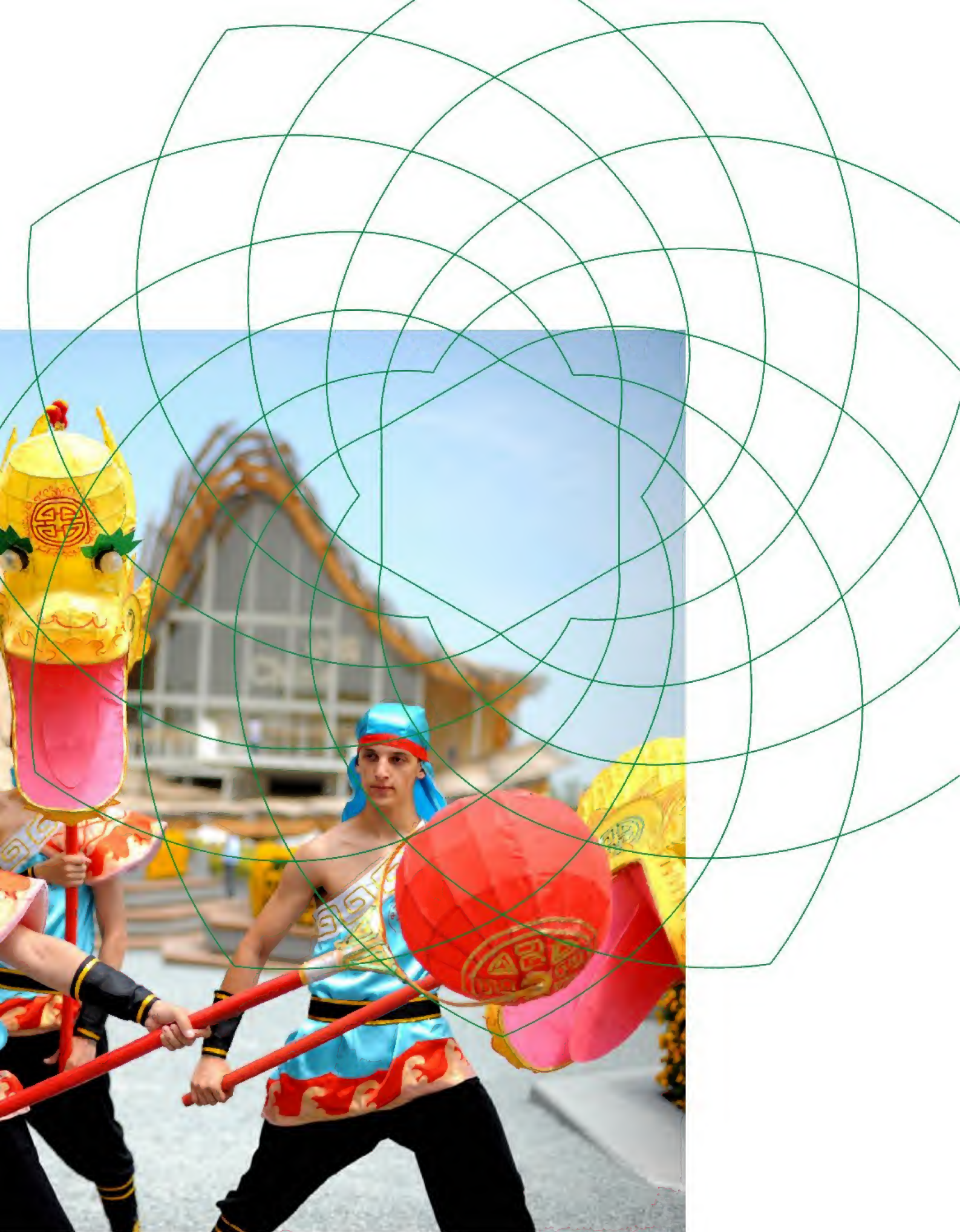
BEER EVENT
PALESTINE NATIONAL DAY

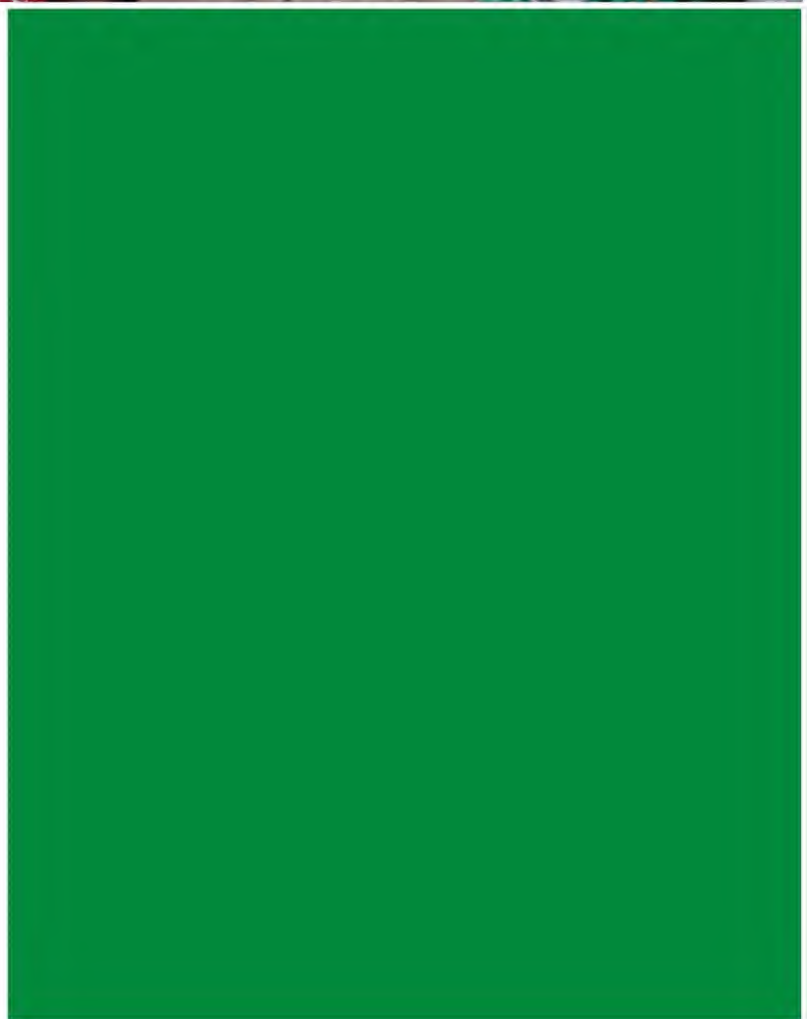
GREECE NATIONAL DAY
INTERNATIONAL DAY OF PEACE

IGOR MOISEYEV BALLET
SAO TOMÉ & PRÍNCIPE NATIONAL DAY

SEPTEMBER 2015

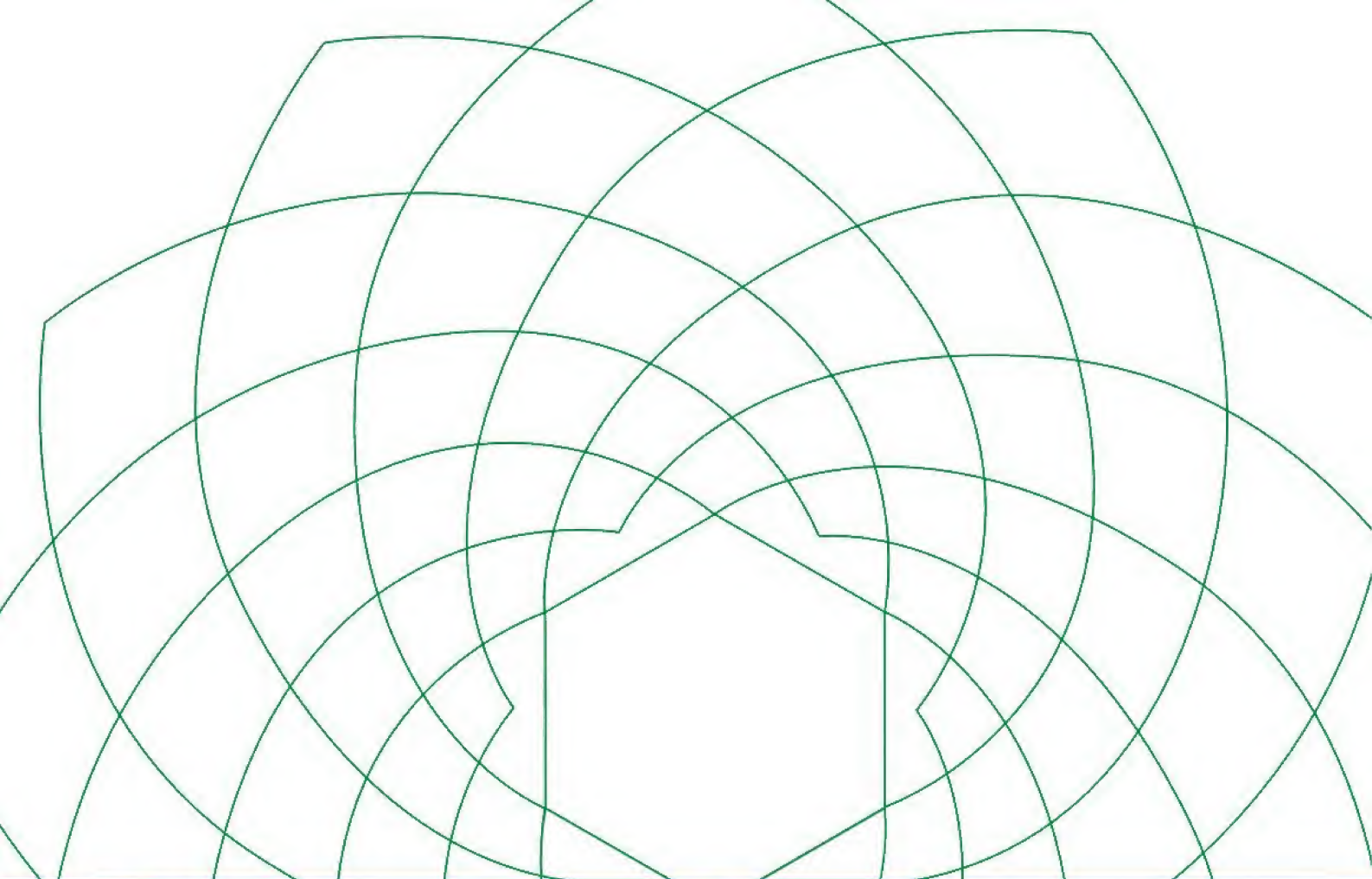















GUINEA NATIONAL DAY
INNOVATION DAY by Coldiretti

COFFEE EVENT

HIP HOP NIGHT Marracash, Gue Pequeno and Emis Killa
MOTHERLAND OF YOUNG *until October 6*

OCSE ANAC: LEGALITY AND TRANSPARENCY IN GREAT EVENTS AND INFRASTRUCTURE

YEMEN NATIONAL DAY
PROMOTING WOMEN EMPOWERMENT FOR INCLUSIVE AND SUSTAINABLE
INDUSTRIAL DEVELOPMENT IN THE MENA REGION

WORLD FOOD DAY

ALBANIA NATIONAL DAY
PASTA EVENT

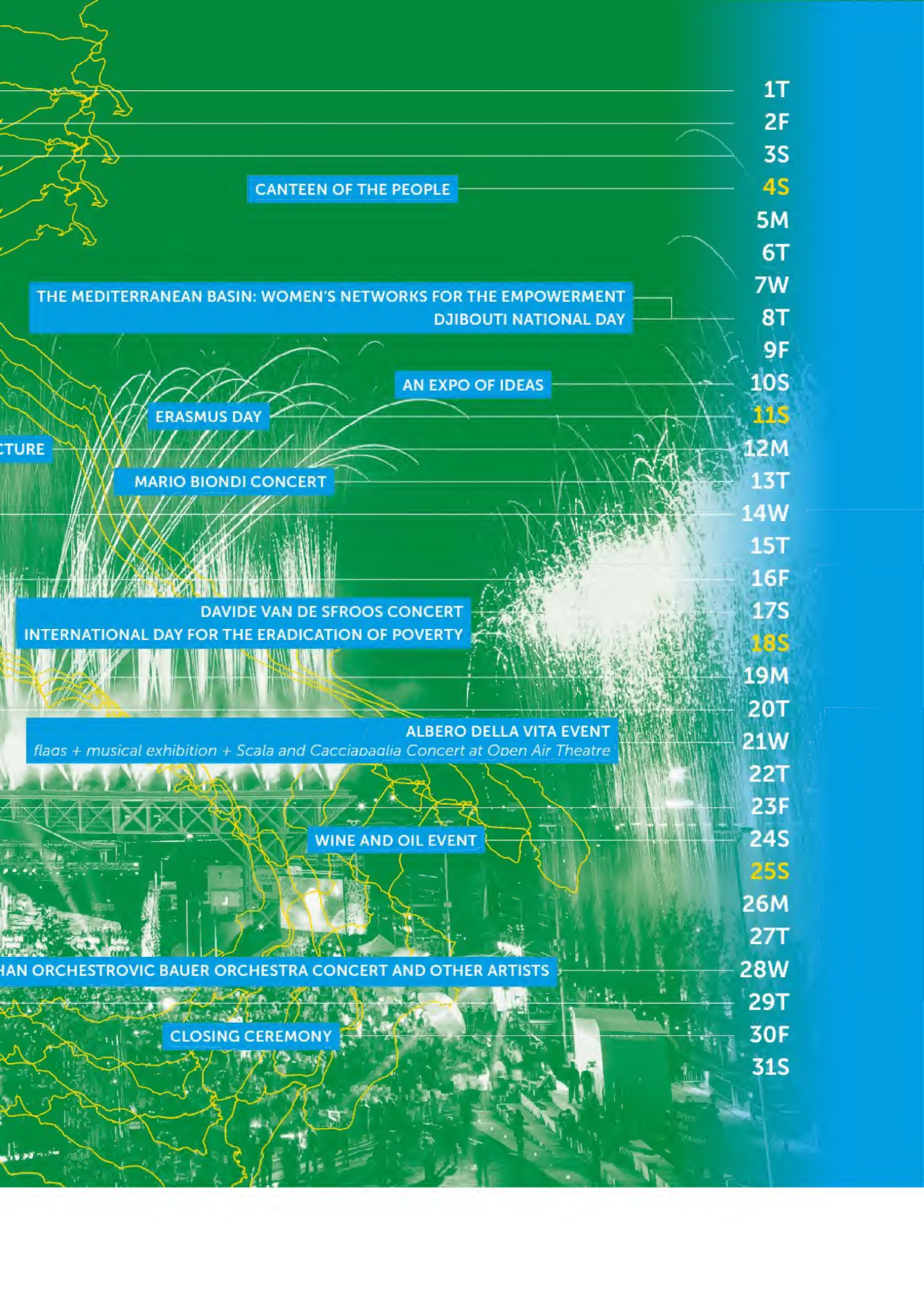
#EXPOTTIMISTI EVENT
UNITED ARAB EMIRATES NATIONAL DAY

NATIONAL DAY HUNGARY

VIVAIO DELLE IDEE *Expo last event!*
EQUATORIAL GUINEA NATIONAL DAY
DAVID MERLINI SHOW

VARH

OCTOBER 2015



CANTEEN OF THE PEOPLE

THE MEDITERRANEAN BASIN: WOMEN'S NETWORKS FOR THE EMPOWERMENT
DJIBOUTI NATIONAL DAY

AN EXPO OF IDEAS

ERASMUS DAY

MARIO BIONDI CONCERT

DAVIDE VAN DE SFROOS CONCERT
INTERNATIONAL DAY FOR THE ERADICATION OF POVERTY

ALBERO DELLA VITA EVENT
flaas + musical exhibition + Scala and Cacciapaalia Concert at Open Air Theatre

WINE AND OIL EVENT

HAN ORCHESTROVIC BAUER ORCHESTRA CONCERT AND OTHER ARTISTS

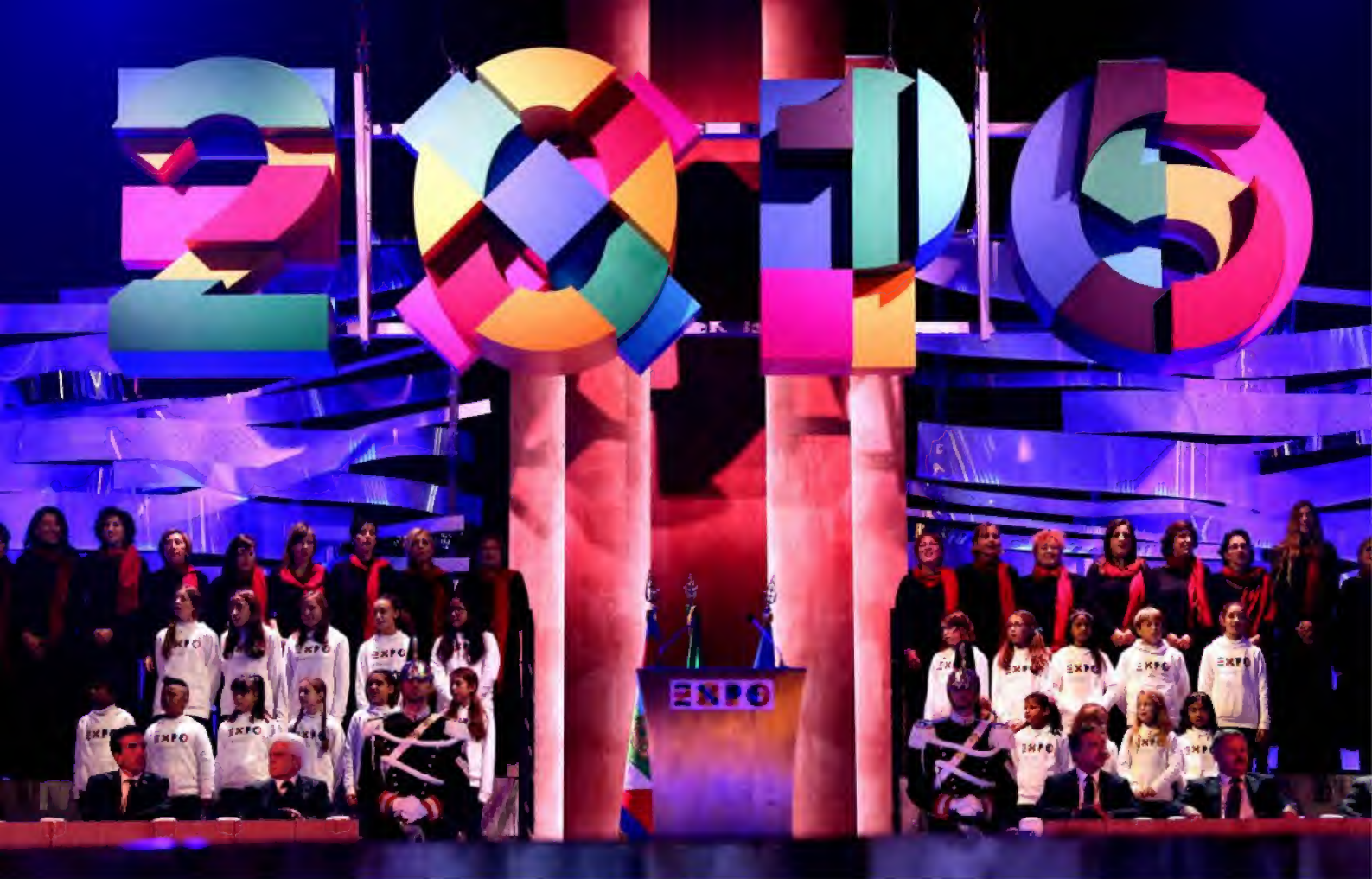
CLOSING CEREMONY

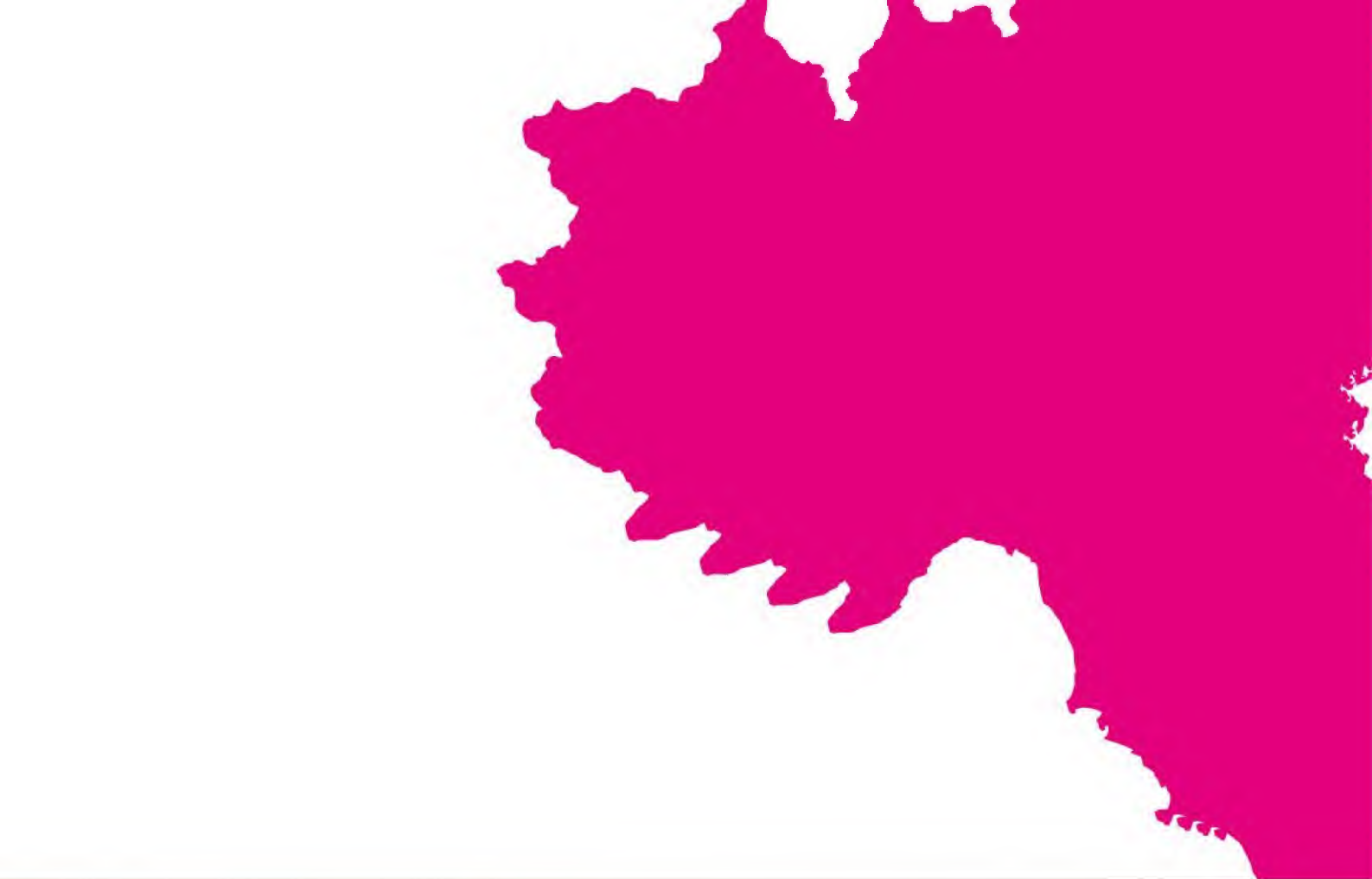
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CHAPTER 10

Behind the Scenes

In an event of such global proportions, every detail had to be regularly assessed to avert any possible critical situation. In this lied the success of Expo 2015 S.p.A. and Italy's country-wide system.

10.1

Managing the Event

Flexible planning, and complex coordination and cooperation with the competent authorities made it possible to guarantee a successful Universal Expo.



MILANO 2015

Managing the Event was one of the major challenges of Expo Milano 2015 from the cultural and technical standpoints. Painstaking coordination in planning and organizing the opening of the "City" on May 1, 2015 to be experienced by millions of visitors was needed for both the Expo's preparations and during the 184 days of its running.

The complex logistics of the Expo required many national and international entities to work together to create a mechanism with many perfectly functioning parts.

Expo 2015 S.p.A. guided preparations by setting up a dedicated division at the end of 2012.

Under the leadership of Expo management, the plans and designs were transformed into reality:



Procedures for managing access, security, resupplying, warehouses, cleaning and services



Management of visitor flow, emergencies, lines



Security cameras and audio equipment



Accessibility



Resupplying the pavilions and restaurants



Expo 2015 S.p.A. thus developed an increasingly stronger action plan, created together with Expo's technology partners and public safety authorities. The local authorities, in coordination with the Milan Prefecture - which had established 11 inter-institutional work groups in 2014 - developed 25 "Specific Intervention Plans" for every thinkable scenario on the Expo grounds and surrounding area: from security to assistance, from mobility to natural disasters, to industrial emergencies.

The Prefecture had identified protective measures also in the case of unconventional threats, a reason for which a chemical laboratory, a biological laboratory and a decontamination unit of the City Fire Department were opened, in addition to operative and reserve units of the Italian Army.

The mission, which was accomplished, was to make Expo

Milano 2015 a welcoming, safe and fully operational place. Considering the distinctive characteristic of a Universal Expo - a project that evolves as it is enriched with new content and activities - flexibility was the key element of success for Expo management.

The special security plan is an example of this flexibility in managing the tens of thousands of people who, every evening in growing numbers, met under the Tree of Life to watch the amazing spectacle.

Logistics for Expo Milano 2015 meant tackling a variety of complex issues well before its opening, as access to the building site needed to be coordinated for the 36 thousand construction workers and technicians.

Based on an analysis of similar experiences around the world - and on the requirements of Italian law within this international context, which called for even

greater attention to security - Expo 2015 S.p.A., with the local and national government and the participating countries, developed and managed a complex machine that guaranteed the Event's run for a total of 4,416 hours (24 hours a day for 184 days).

A system, invisible to the visitor, but was the engine that kept the entire "City" of Expo Milano 2015 alive.

An engine certainly made with technology, but also and especially made by people, like the Expo 2015 S.p.A. team of professionals merging in the Operations Divisions before the opening of the Event.

This team interfaced with security forces, in cooperation with the Milan Prefecture, and with all of the service and maintenance providers. There were also 700 Field Operators, hired and trained by Expo 2015 S.p.A., who were the first line of protection in the various "districts" of the Expo.

The international scope
of the Event required
absolute safety

10.2

Safety Planning

At Expo Milano 2015 safety was an element that was present but invisible, a strategic choice for the best visitor experience.

Expo 2015 S.p.A. activated a security service at the Expo site to ensure that the activities were performed safely and that visitors, international delegates and staff all had a safe and enjoyable experience. To achieve this objective, an ongoing dialogue was started with the Milan Prefecture and the competent agencies (the local health authority, fire department, law enforcement, and regional emergency action agency) during the planning and management phases of the Event. The Safety Team coordinated a preliminary risk assessment and then proceeded to identify precautionary and assistance measures to manage possible emergencies, with a focus on moments of heightened concern (such as major events and visits by international delegations or VIPs). The risk assessment was



done by dividing the Expo site into areas defined by type of activity, thereby creating a precise map that would indicate the multiple organizations present – making it possible to quickly identify protection measures suitable for the various situations.

For each area, compliance with health and safety legislation in the workplace and fire prevention was certified. The measures identified through the preliminary assessment were promptly shared with the competent agencies. Compliance



**Safety:
an imperceptible but
essential factor
for hosting the world**

with these measures was verified through on-site visits and daily inspections, at night, when set-up, logistics, maintenance and cleaning processes were performed. Inspections were supported by a centralized application that collected all the alerts sent by the operators and consequently activated the personnel assigned to solve the problem. Before authorizing the entrance of businesses and their personell to the Expo site, they had to undergo a background check for technical and professional eligibility: during the Expo, about 300 companies and 4,000 workers underwent these specific background checks. Expo personnel were trained in workplace safety and emergency management, for a total of about 180 thousand hours of training including the coordination meetings with participants.



A large area
with restricted access,
where every anomaly
was promptly addressed

To be prepared to face possible emergencies on the Expo site, which could also have outside reverberations, an Emergency Management Plan was prepared during technical meetings led by the Milan Prefecture pursuant to instructions provided by law enforcement, the regional emergency agency, and the fire department.

The plan, which projected 18 critical scenarios and an equal number of response procedures, was tested in the field during five drills organized before the Event

by the Milan Prefecture – to go over warning procedures with the various entities involved – and eight drills during the Expo. More than 300 members of the Expo 2015 S.p.A. staff also attended a training course on emergency management, first aid, and use of a defibrillator.

Operational and emergency communications were made possible through the use of TETRA radio technology, which allowed constant connectivity. The organization of the more than 4,000 events at the Expo

site received special attention, through the holding of coordination meetings with the companies involved in order to ensure compliance with the timetables and methods provided for by laws on health and safety in the workplace, fire prevention, and public entertainment.

The process was carried out in close synergy with the competent agencies on matters of safety and the participants, partners, sponsors and concessionaires involved.

10.3

The Security System

To guarantee a risk-free experience, Expo 2015 S.p.A. conducted constant monitoring of the entire Expo site.

The safety plan allowing the Expo to run peacefully was the result of intense preparation work that involved, in addition to Expo 2015 S.p.A., the Milan Prefecture and the main public safety agencies. While the Masterplan of the Expo site was being developed, the company defined a complex action strategy to manage the multiple critical elements and control effectively an area of 1 million square meters, limited by structural restrictions (railway to the south, highways to the east and west, dense industrial area to the north).

The plan anticipated the creation of different devices depending on the phase of the project, starting with the management of Expo site access by about 36 thousand workers (with spikes of about 3,000 employees per day during the last months). During the construction phase, the entrance of people and vehicles was constantly monitored to guarantee Authorities the possibility of conducting the appropriate checks, while facilitating the official visits of delegations from countries to their respective lots.

On April 30, 2015, on the eve of the inauguration of Expo Milano 2015, a massive security sweep

was conducted on the entire Expo site. From that moment, known in slang as lock down, any goods or individual entering was examined, through airport-style checkpoints for individuals and x-ray inspections of vehicles or merchandise. The security sweep, coordinated by the Police Headquarters of Milan and conducted by the State Police, the Carabinieri, the Finance Police and the Army, made it possible to make the area a "sterile" place in which every element was mapped and pinpointed.

During the Expo, the Expo site was a large area with restricted access. Security management – due to intrinsic complexities and the critical features of an event of this nature – required a widespread network of resources. Seven security officers, working in conjunction with the top management of the operations division, managed the Expo 2015 S.p.A. security machine in the field and guaranteed all security activities 24/7, with the goal of maintaining an effective relationship between the security and fluidity of the Event.

The constant monitoring activity at the gates was essential to guaranteeing a safe Universal



Expo. Here, too, the visitor experience remained the focus: the average transit time through the gates was 25 seconds per visitor, calibrated according to specific instructions of the public safety authorities.

101 check points, metal detectors, an X-ray device, detection dogs and sniffers were installed for the entrance of people, and were organized in close coordination with the Prefecture and law enforcement. 280 cameras were placed in the access areas, where

three security guards and two operators coordinated the checks - of people and badges - and managed the crowd. For logistics and service vehicles, the check points were administered by the Italian Army, which used modern X-ray machines and specialized sniffer dogs. Once they had left the X-ray check area, the vehicles had access through seven Drive-Through Portals - one of which was dedicated to emergency vehicles - which by day also allowed the official delegations of the various participants to enter quickly and safely.

All the access areas, both pedestrian and vehicle, were checked by around 1,000 operators, while over 100 security guards patrolled the grounds or provided first aid. Building and event managers were also a part of the security team.



PUBLIC SECURITY SYSTEM NUMBERS

BODIES AND ENTITIES INVOLVED	AVERAGE OF PRESENCES DURING 24 HOURS
Local Police	400
Traffic Police	73
Railway Police	69
State Police	320
Italian Army	1,218
Finance Police	180
Postal Police	40
Carabinieri	310
Fire Department	160
AREU (Regional Emergency Agency)	80
Metropolitan City Provincial Police	70

To guarantee the most effective response, command centers and vehicles for all the security forces were inside the Expo site.

During the Expo, 13,391 law enforcement officers were deployed to patrol the five macro-sectors of the site, to conduct intelligence-investigative and anti-terrorism activity with the use of special units.

Active 24/7, this system was operative for the entire six months of the Event. The 13,457 patrol services and the 45,521 vehicles inspected by the Italian Army are an example of the scale of the activities performed – all in a climate of maximum trust and great appreciation by the visitors.

This system was responsible not just for the orderly management of 21 million people, but also for the security aspects of all the events (including a half-marathon and a series of concerts open to over 10 thousand people) and the visits of foreign delegations and celebrities.

During the Expo, the Expo site hosted a record number of 250-high level foreign delegations on official visits, including 60 led by Heads of State or Heads of Government. In addition to

these important visits, there were also visits by some of the highest representatives of the Italian government and agencies.

The activity required a considerable organization effort by Expo 2015 S.p.A., made possible by the activities of the Police Forces which, through coordination with the Milan Prefecture, provided security during official visits.

This collective effort, which also involved Participants teams, allowed Heads of State, Foreign Ministers and Nobel Prize winners

to visit Expo Milano 2015 safely and take part in the discussion on the global challenges of sustainable nutrition.

This activity was provided, whenever possible, without creating barriers between the delegations and visitors, and without scheduling temporary closures of the pavilions. This is an exceptional result that would have been impossible without the passionate involvement of thousands of men and women of law enforcement and the security service of Expo 2015 S.p.A.



10.4

Coordination Headquarters

The control, monitoring and management system involved every activity inside or near the Expo site, in order to receive and provide assistance in real time.

An advanced system for a secure Event

The security of Expo Milano 2015 was managed through a dedicated coordination center, built outside the Expo site to be independent and always in operation, also in the event of high-alert situations or an evacuation: a key requirement for emergency management. The headquarters housed the

two centers that guaranteed security during the six months: the Command and Control Center (EC3), with responsibilities relative to the coordination of the necessary required activities inside the Expo site, and the Joint Operational Center (COM), with the task of ensuring the management of all the events that could have repercussions also outside.

The Command and Control Center (EC3) provided an effective governance of the Event, making it possible to monitor the security systems and technical support, and to handle the remote management of operations and assistance.

Inside the facility, connected to the technology systems through dedicated lines, there were 48 active front-end and 20 back office stations, where specialized operators were located: Technology Service Support to oversee and guarantee the maintenance of the services, Technological Safety & Security for emergency and control situations, and Logbook for monitoring all operational activities.

The effectiveness of the technical services was constantly monitored by the many Expo Milano 2015 partners through remote platforms, while in cases of need dedicated teams in the field were ready to intervene. The Command and Control Center was indispensable for administering the significant technological infrastructure of the Expo site, facilitating the management operations of the

pavilions, in addition to offering a memorable experience to all visitors.

The EC3 Security personnel operated more than 2,800 closed circuit cameras installed on the Expo site, smoke detectors, the security loudspeakers of the EVAC network, and the large TETRA communication network, with more than 300 radio devices assigned to field operator officers, law enforcement officers and the Fire Department. All the main security communications passed through this system and more.

A technical help desk – which during Expo handled more than 2,500 calls and over 9,000 action tickets, with a 98% response rate – managed the notifications, requests for assistance, and monitoring services of the technology systems. In emergency situations, the Technological Safety and Security dedicated team went into action, supervised by the Emergency Coordinator. The support team included three stations of the Regional Emergency Agency (AREU) connected directly to 118, which coordinated the vehicles and rescue points on the Expo site.

In addition to the network of cameras and sensors, and security forces in the field, EC3 could count on another 700 active guards active inside the Expo site: the Field Operator Officers (FOP). FOPs were personnel trained by Expo 2015 S.p.A. to manage large events, divided up by area and duty. It was their job to report any

anomalies to headquarters using mobile devices. All operational activities at the site were monitored through Logbook, an application that tracked and reported ongoing processes. This application made it possible to send precoded reports in real time, ensuring coordination of activities with an overall view of the Event. The reports were sorted by the EC3, assigned to the various contact points to resolve the problem and, when necessary, reported to the Joint Operational Center (COM).

Activated by a decree on 24 April 24, 2015 of the Milan Prefect, the Joint Operational Center (COM) – housed with EC3 in the building owned by the local police of Milan – was tasked with monitoring possible critical or emergency situations and managing and coordinating protection or civil defense actions in a vast area that included not only the Expo site but also the neighboring municipalities, the road and rail infrastructures, and the nearby industrial complexes. The objective was to address in real time any possible critical situations outside the Expo site that might have repercussions inside it.

One practical example concerns the only major issue that occurred during Expo and ended up requiring activation of the emergency plan: a failure of the subway system that coincided with the exit time of the general public. Other planned security scenarios were compliance with the no-fly zone over the

Expo site, the monitoring of hazardous material transiting on the nearby railroad, and even the management of a common traffic accident near the Expo (when perhaps a Head of State was arriving with a high-level police escort), a seriously injured person had to be transported, or more complex scenarios, requiring ad hoc simulations, such as a complete power black-out of the area. The appropriate preventive measures taken during a period of maximum attention, due to increasing threat of terrorism in Europe and the world, were also deployed – the bomb squad was called in many times when of abandoned bags or backpacks were found.

The data on possible ongoing critical issues and forces in the field were collected by a sophisticated technology system that followed the Expo E015 protocol. The response was then coordinated by the COM according to procedures defined in advance. This system made it possible to administer the entire geographic area (the area adjacent to the Expo site, the City of Milan, and the neighboring municipalities) with a functional overview.

All the locations that concerned Expo Milano 2015 – including highways, railroads and airports – were constantly monitored and the data was made immediately available to all operators. By comparing and organizing the information from over 110 technological services located throughout the Expo site and

data relative to security, EC3 and COM made it possible to test the efficiency of an integrated operations management system. A unique experience, and a model for cities of the future that, if there had not been a large-scale event such as Expo Milano 2015, would have been impossible to test so thoroughly. The management of this system became a best practice at the European level, and has been studied internationally and already replicated in the organization of other large events in Italy.

This system was made possible by the contribution of the Expo Milano 2015 partners, who provided the most advanced technological solutions available. Particularly fundamental contributions were made by Selex and Finmeccanica, which monitored the security of the exposition 24/7, Telecom Italia, which made the information available everywhere in real time, and Came, technological “guardian” of the access to the Expo site: leading Italian innovators and industry at the basis of the success of Expo Milano 2015.



THE COORDINATION OF THE SECURITY OF THE JOINT OPERATIONAL CENTER

Thanks to the advanced technological system created with the contribution of the Expo Milano 2015 partners, the Command and Control Center (EC3) and the Joint Operational Center (COM) ensured off-site the security of the Expo and of all the forces in the field.

The COM, coordinated by the Milan Prefecture, had representatives from the following organizations: Expo 2015 S.p.A.,

technology Partners, the Police headquarters, the Carabinieri, the Finance Police, the Government Forestry Service, the National Firefighters Corps, the Italian Red Cross, the Italian Army, the Air Force, the Lombardy Region, the City of Milan, the Metropolitan City, the cities of Arese, Baranzate, Bollate, Garbagnate Milanese, Lainate, Pero, and Rho, the Traffic Police, the Border Patrol, the Railway Police,

the Local Police, public transportation (ATM, RFI, Ferrovie Nord, Trenitalia, NTV, and Trenord), road system operators (ANAS, Autostrade per l'Italia, Milano Serravalle - Tangenziali, Satap - Settore Strade della Città Metropolitana di Milano), air transportation operators (ENAC, ENAV, SEA), Postal and Communications Police, and major operators of mobile telephony and water systems.

The Command and Control Center made it possible to manage:

- more than 45 thousand reports of actions relative to security, maintenance, clearance, and emergencies, 94% of which were resolved within 2 hours of the call;

- more than 9,000 reports of technological actions, 97% of which were solved within 4 hours;

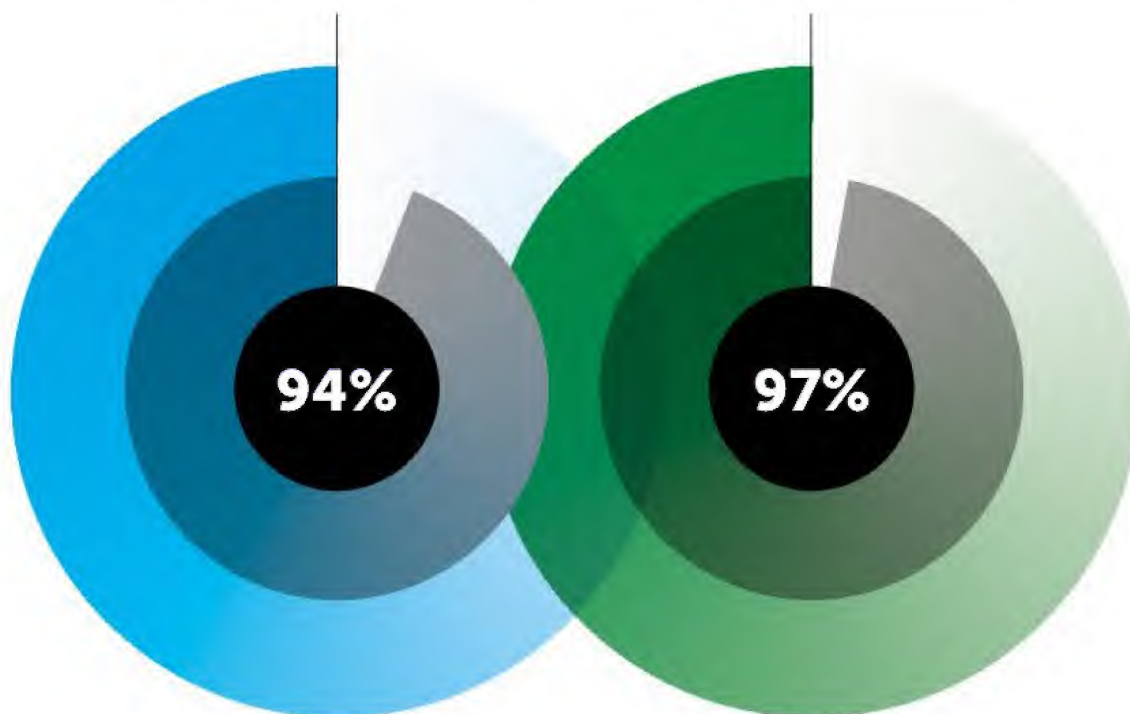
- integrated management of the Expo, through a security system consisting of more than 2,800 cameras, fire and evacuation alarms, and secure communication systems that

reached all the active forces;

- relations and coordination with the Regional Emergency Agency (AREU) with more than 9,000 actions.

45K NOTIFICATIONS

9K NOTIFICATIONS



security, maintenance, clearance and emergency interventions resolved within 2 hours

technology interventions resolved within 4 hours

10.5

Accreditation

The creation of personal badges to access the Expo made it possible to track everyone in the Expo site, in real time and at every moment.

The identification and access system for Expo Milano 2015 personnel was managed through a procedure of applying for and issuing badges differentiated by category. Accreditation badges were personalized with name, photograph, job, category and type of badge, duration, access privileges to various areas of the site. Immediate identification was facilitated by color coding and a QR Code for scanning at the gates.

Badges were distributed at the two offices of the Accreditation Center (one outside the Expo site and one at the West accesses), where preprinting, on-site production, distribution, management and support operations were done. Thanks to the development of a dedicated platform, Expo 2015 S.p.A. could also monitor permits issued to groups, a procedure that was also useful for checks by the authorities.

To ensure greater security, the company issued the accreditation upon presentation of an identity document or, in dealing with groups, directly by the Accreditation Liaison Officer that every participant, partner or concessionaire had to appoint.



10.6

Mobility and Accessibility

An Event open to all, inclusive and respectful of the environment, that created the conditions to allow every visitor to have a unique experience.

Expo 2015 S.p.A. sought to provide an experience that could be enjoyed by all visitors, and prepared dedicated tools for individuals with disabilities or reduced mobility in cooperation with the Italian Federation for Overcoming Disabilities (FISH) and the National Federation of Associations for Persons with Disabilities (FAND). All the internal facilities or those adjacent to the Expo site (ticket offices, access gates, exhibition spaces and service areas) avoided the creation of architectural barriers. The "People Mover" perimeter shuttle service was equipped with technology that permitted access by persons with disabilities.

To permit independent orientation for the visually-impaired, pedo-tactile routes on the pavement and tactile maps were prepared in cooperation with the National Institute for the Independent Mobility of the Blind and Visually Impaired (INMACI). Magnetic induction microphones were installed at the infopoints, inside the Expo site and in the auditorium, for the

benefit of hearing-impaired visitors, while a video chat with interpreters was available for individuals who communicated in sign language.

The official web site of Expo Milano 2015 followed the "Measures to favor the access of persons with disabilities to computers," in cooperation with the nonprofit ASPHI Foundation.

Expo 2015 S.p.A. equipped every entrance with special turnstiles for persons with disabilities or reduced mobility and conducted awareness-raising activities with the participants, who in response often planned a dedicated visit experience.

At Cascina Triulza, in cooperation with the Cascina Triulza Foundation, a "Mobility Center" was available for the rental of wheelchairs and electric scooters, and there was a Lombardy Region "Expofacile" information counter.

Thanks to these actions, Expo Milano 2015 could welcome almost 40 thousand visitors with disabilities.



► Mobility Plan

To schedule and prepare the Accessibility to Expo Milano 2015 Plan, special control facilities were established, with the active participation of the agencies, institutions and law enforcement officers. Expo 2015 S.p.A. also prepared action programs for the management of large-scale events: national days, sports events or concerts, and the arrival of foreign delegations, Heads of State or VIPs. The starting point for the management of the complex Expo Milano 2015 machine was the need to ensure the orderly flow of visitors and service vehicles without negatively impacting normal citizen transportation. The opening hours were selected to avoid overlapping with the rush hour of Milanese workers. A fundamental

decision was made to conduct all delivery operations at night. Scheduling was done using a systematic, cross-cutting approach based on four fundamental elements: road infrastructures, parking, railway services and local public transportation, and airport services. Another key element was the emphasis on making the Expo site a pedestrian zone: during the day, the only motorized vehicles authorized to enter were emergency vehicles and visits by international delegations. Only during the last month (because of the high number of accesses) the permission was also granted to freight vehicles.

One specific goal was to enable visitors to reach the 4 entrances to the Expo site by public transportation, subway, tram and trains, which during

the six months also stopped at the Rho Fiera Expo Milano 2015 station.

For the duration of Expo Milano 2015, ATM transported over 12 million passengers on the red line, with indices of regularity of the service close to 100%.

On 25 October 2015, the M1 Rho-Fiera line reached a record of passengers heading to the Expo site, with approximately 80 thousand people, for an overall movement of 160 thousand visitors.



6 mln

Passengers



3 min

Frequency
of the trains

379

Daily regional
connections

TRAINS

1,790 m



ROSERIO

for remote parking
lots, GT bus and the
tram



MERLATA

for private cars
and bicycles

Trenitalia brought six million people to Milan, by increasing its schedules so there was a train every 3 minutes on the network, for an overall number of 180 thousand seats and 379 daily and regional connections, in addition to 19 extra Frecciarossa and 18 extra Frecciabianca runs. New types of tickets were created: a single ticket to the Universal Exposition from any point in Lombardy, a combined 5-day ticket for all the Trenord or Malpensa trains, and one ticket that included ATM services. The Trenord sales network set up 655 sale points in Lombardy.



The Expo Milano 2015 challenge was met also thanks to the sustainable mobility of Milan, through the proven efficiency of its heavily-trafficked local transportation network, which allowed most visitors to reach the Expo site by subway, rail link, or train.

602

Expo Milano 2015's focus on creating a sustainable, environmentally-friendly event was confirmed on the Expo site, which was easy to walk around thanks to a careful study of distances that placed the individual and the landscape at the center. A shuttle service, the

"People Mover," complemented the pedestrian route. It had ten stops located at the most strategic points, running every 3-7 minutes, reduced to every 20 minutes during closing hours (for the movement of people working the night shift). The service used a fleet of innovative buses with low



A result that made
Milan virtuous
in the eyes of the world

environmental impact. During the Expo, the People Mover transported around 5.7 million visitors.

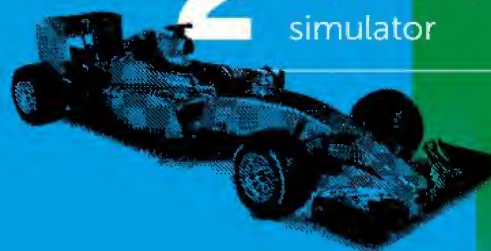
Alternative means of transportation, for the use of the Expo staff, were the electric golf carts (one per pavilion) and the bike-sharing service. For security reasons and to respect the protocol needs of the participating countries, Expo 2015 S.p.A. made available to delegations a small fleet of cars and scooters - authorized to circulate only on the perimeter road of the Expo site - and a chauffeured car and shuttle service.

To welcome the visitors who decided to travel by car, the highway network was significantly expanded, through the addition of new regional sections. Road traffic, also during the main events, never exceeded the threshold of sustainability and all the infrastructures withstood the impact. The security results were also satisfactory: in the entire area adjacent to the Expo site, there were no major traffic accidents. Expo 2015 S.p.A. built four dedicated parking lots that had a reservation system, making it possible to manage them in real time. Traffic control was conducted by the Joint Operational Center through a system of cameras located in the city and along the highways, and thanks to the service of the traffic police and the local police of Milan and neighboring municipalities.

» THE MOST CURIOUS OBJECTS THAT PASSED THE SECURITY CHECKS

2

Cars & one Formula 1 simulator



20

Grand pianos



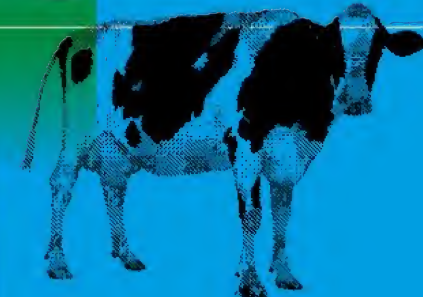
1

Cable car



6

Life-size cows statues



1

Rubens' tapestry among more than 100 artworks



1

Parade float



1

Table more than 80 sqm wide and 6t heavy



30+

Street food carts



1

Basketball court



8

Puppets 3 metres tall



1

Plane



1

Wooden horse
2 metres tall



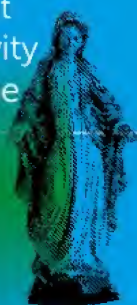
1

Drone



1

Giant
nativity
scene



10

Greasy poles



22

Sculptures
3-meter
tall



30

Racing
cars and
motorcycles



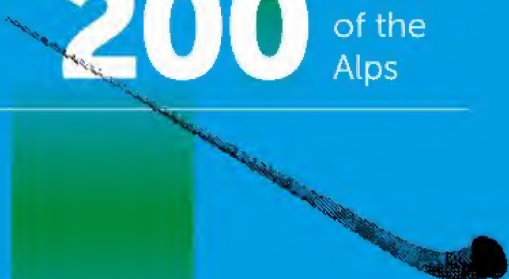
1

Shooting
simulator
for biathlon



200

Horns
of the
Alps



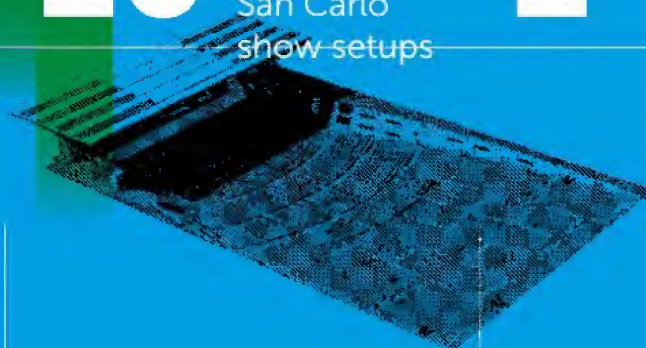
1

Free climbing
wall



10

Open
Air Theatre
San Carlo
show setups



1

Soccer field
with bleachers



10.7

Site Logistics

An event as large as the world, with a reduced timetable and multitude players, still managed to follow an orderly, operational management plan.

The Expo Milano 2015 logistics system successfully combined the needs of participants, partners and concessionaires with the necessary security and environmental sustainability requirements. Consideration should be given to the absence of storage areas on the Expo site – another choice made to reduce the impact of the Event and increase its usability. So the participants had to provide small storage areas inside their pavilions, just large enough to hold minimum stock. The strict timetables, enormous quantities of goods being handled, and many variables added to the problems.

These conditions made the food and non-food logistics one of the main challenges of Expo Milano 2015, primarily because of their potential impact on mobility, traffic in the adjacent areas, and the environment sustainability of the transportation. This was a challenge that had to be met

every night when the gates closed. The goal? To resupply the Expo site and guarantee the “magic” of the visitor experience the next day.

To manage the Expo logistics, in 2011 Expo 2015 S.p.A. commissioned the LIUC

University to conduct a study of the future internal logistics requirements. The research found that warehouses needed to be provided near the Expo site and that one or more partners had to be relied on.

Expo 2015 S.p.A. gave the participants the freedom to choose their own supplier for food & beverages, so each could offer the best products of its country. This was yet another decision made to ensure the authenticity of the visitor experience and enhance the Theme.

With regard to non-food items, the company contracted Schenker Italiana S.p.A., which had exclusive responsibility during the Event for managing deliveries to the Expo site. To streamline access procedures for the Event and minimize the impact on traffic, the suppliers were divided into three main categories: official suppliers had

10.8

Assistance to the Participants

For six months, Expo Milano 2015 was home to hundreds of thousands of people from every part of the world, with very different requirements and needs.

The many relations developed over the course of preparations for the Event made it possible to work well with the participants also during the six months of the Exposition. As at every world Expo, just before the opening, many Expo 2015 S.p.A. personnel converged on the Operations Department. In order to maintain the human and diplomatic factor, which had been so important during the lead-up, the participants' division established two specific offices to handle requests from the countries with self-built pavilions or in the clusters. This team of professionals in international affairs was tasked with finding solutions to every possible problem, assist countries with their everyday needs, provide logistics support and mediate their requests, in addition to implementing the assistance program. A dedicated and customized support that, together with the Protocol Office,

priority for inspections, followed by certified suppliers and lastly by residual suppliers. The breakdown of the suppliers was managed through the use of a "Master Delivery Schedule" (MDS), which made it possible to manage vehicle access by reservation, optimizing the times necessary for security checks and ensuring the punctuality of the deliveries. Expo 2015 S.p.A. certified 101 suppliers and managed 2,238 residual suppliers so that over 13 thousand passes were issued once inspections had been completed.

Over 40 thousand vehicles were admitted to the Expo site (an average of around 215 per day) for deliveries, maintenance, and events. Over 95% entered at night (between midnight and eight a.m.), minimizing the impact on daytime traffic.

Over 98% of deliveries were made as planned. The logistics team provided 24/7 support,

responding in real time to all the calls and alerts received. The sustainability of deliveries was ensured by asking the suppliers to use eco-compatible vehicles (Euro 5 or greater, electric, or bio-fuel) and using whenever possible the proximity warehouse.

> [To learn more on the Protocol go to Chapter 2](#)

A team of experts supported the participants before and during the six months of the Event, helping them to solve problems and needs in real time



assured the participants the utmost attention during the entire six months of Expo.

The Expo Milano 2015 city also handled the participants' administrative requirements, bringing together in one building all the main related activities. Located near the Fiera di Milano, in the immediate neighborhood of the Expo site, the participants Service Center (PSC) was available to countries for administrative questions related to their participation and stay at Expo Milano 2015. It served as the exclusive integrated counter, consisting up of

various public administrations: the Prefecture, Police Headquarters, the Customs and Monopolies Agency, the Revenue Agency, the Ministry of Health, the National Social Security Institute (INPS), the National Insurance Institute against Occupational Accidents (INAIL), the Department of Services for Adults, Social Inclusion and Immigration of the Municipality of Milan, Consolidated Counter Production Activities (SUAP), the Chamber of Commerce of Milan (CCIAA), the Ministry of Economic Development (MISE), and the Italian Society of Authors and Editors (SIAE).



to buy tickets at the Expo Gate, on the web sites, or at the official resellers, could buy them at the four pedestrian entrances of Expo Milano 2015, through ticket offices that were open every day from 9:00am to 9:00pm. For the entrance of school groups there were specific meeting points.

For the whole six month period, inside or near the Expo site there were six dedicated infopoints where visitors could get a map, information on events, activities and services, explore restaurant options, get an on-line preview of the Expo's contents, find tickets for the shows, or make reservations for guided tours. Here it was possible to discover the wonders of the city born on the night of May 1, 2015.

To assist the visitors even before their arrival at the Expo, infopoints were also located at ten Italian airports (Turin, Malpensa, Linate, Orio al Serio, Venice, Bologna, Roma Fiumicino, Roma Ciampino, Naples, and Catania). Additional services were available on the Expo site, including a Lost and Found Office, stroller rental, and the Mobility Center.

10.9

Visitor Services

A Universal Exposition focused on the Theme but also on visitors and participants, attentive and scrupulous in identifying their needs and finding the relative solutions.

Expo 2015 S.p.A. prepared and managed an impressive support mechanism to welcome visitors. A complex organization made it possible to assist more than 21 million people who passed through the gates of Expo. Volunteers, way-finding solutions and technology were some of the pillars of the complex organization that assisted more than 21 million people.

When Expo Milano 2015 opened, a brand-new city appeared which, from that day forward, hosted more than 250 thousand people a day for six months, only some of whom arrived at the gates already with an entrance ticket. The visitors who had not arranged

- > [To learn more about the Volunteer Program, go to **Chapter 5**](#)
- > [on digital support instruments, go to **Chapter 6**](#)

Management of Restaurant Areas

10.10

The Taste of Expo Milano 2015

A journey that allowed visitors and participants to taste the world, an extraordinary experience that represented the abundance of our Planet.

A Universal Exposition brought to life by emotions and flavors. A global table and a journey through different traditions that had united families and peoples for millennia. The ample Food & Beverage offering of Expo Milano 2015 allowed visitors to experience a unique adventure, designed with respect for the Theme and using top quality ingredients that had been produced through sustainable methods. This attention to detail created a unique visitor experience, accessible to all, multi-sensory, educational and fun.

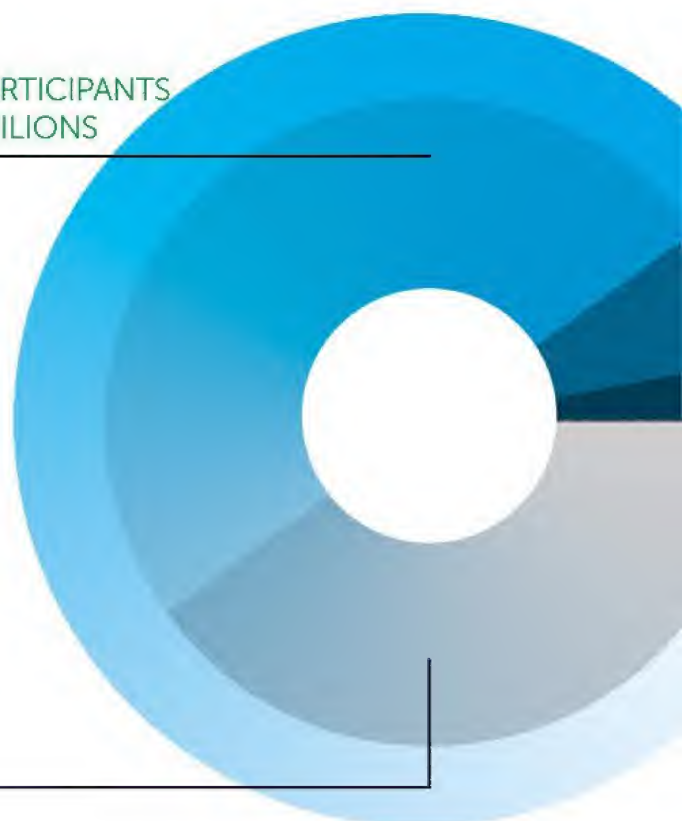
610

50%

ASSIGNED TO THE PARTICIPANTS WITH SELF-BUILT PAVILIONS

40%

TO THE ORGANIZER



In support of the Food & Beverage offerings, GfK Eurisko conducted a poll in January 2013 to help develop a range of products that would satisfy individual preferences. The survey included 21 countries and randomly interviewed 2,000 people in Italy and 28,500 people in the rest of the world. The initiative also made it possible to create a more accurate profile of the future visitors, their expectations of Expo Milano 2015, and their social and demographic characteristics. During the Expo more than

26 million meals were served, equivalent to the consumption of 50 thousand tons of food and beverages. To meet such a massive demand, Expo 2015 S.p.A. set up 150 restaurant areas over a surface of about 60 thousand square meters. The dedicated spaces were divided into five categories:

- Ten service units on the Decumano that hosted larger facilities such as restaurants, fast food counters, and cafes;
- Two building near the East and West entrances;
- Nine mid-size units, distributed

7%

DIVIDED AMONG
PARTNERS AND
COUNTRIES THAT CHOSE
THEMATIC CLUSTERS

3%

DEDICATED TO
ITALY PAVILION

evenly throughout
the Expo site;

- Ten small kiosks for take-away;
- a variable number of employees selling snacks and ice cream at strategic points (for example, the Lake Arena or near the more important events).

To this was added the Food & Beverage offering of the countries. To manage and implement the program, various operators were involved to enhance and represent authentic Italian cuisine, ensuring both quality and variety.

The many restaurant formats offered by the Universal Exposition were based on four needs:

- to provide quick service, in order to satisfy a large number of consumers;
- to find customized solutions for possible spikes in visitors;
- to vary the menus based on the seasonal availability of the ingredients;
- to value to the unique offerings of individual participants.

A rich and varied offering
to satisfy a variety of
food preferences

10.11

Beyond Food: the Other Retail

As an event focused on creating a precious intangible legacy, Expo Milano 2015 also launched a non-food retail action to ensure a complete visitor's experience.

A tangible souvenir from Expo Milano 2015

To provide visitors with a gratifying stay, in addition to offering food with an international flair, the Expo also had a non-food retail strategy to fulfill individual needs and expectations.

By combining the expectations of consumers identified by the GFK Eurisko research and the underlying values of the Event, three retail categories of reference were identified:

- Merchandise with the official Expo trademark and Foody mascot;

- Official catalogs of the Universal Exposition;

- Parapharmacy.

To house these centers and ensure maximum visibility, places close to center of interest were selected. Concessionaires were chosen for retail activities through public procedures, granting them the appropriate licenses to produce items designed for the Event.



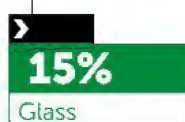
10.12

Maintenance Services of the Universal Exposition

Care, efficiency and intense cleaning. The commitment to restoring the beauty and functionality of a city that awaited new guests the next morning was concentrated at night.

Services were managed by dividing the Expo site into three lots on the basis of paved surfaces, and into restrooms (with the exception of disinfection and rodent control services, performed on the basis of the entire area). Expo 2015 S.p.A. assigned all the duties to qualified companies through public procedures. The cleaning and portage services involved a periodic cleaning of areas and bathrooms, which was increased during the morning opening and after special events, in addition to the transportation of goods, materials, equipment and various furnishings. Special services were activated upon request or on peak days. Waste management and mechanical and manual sweeping of the common areas were assigned to the Milanese Environmental Services Company (AMSA).

Recycling and waste removal services took place during the hours when the Expo was closed to the public: every day, by half an hour after midnight, the participants were required to place the waste they had produced in designated areas. By three hours after

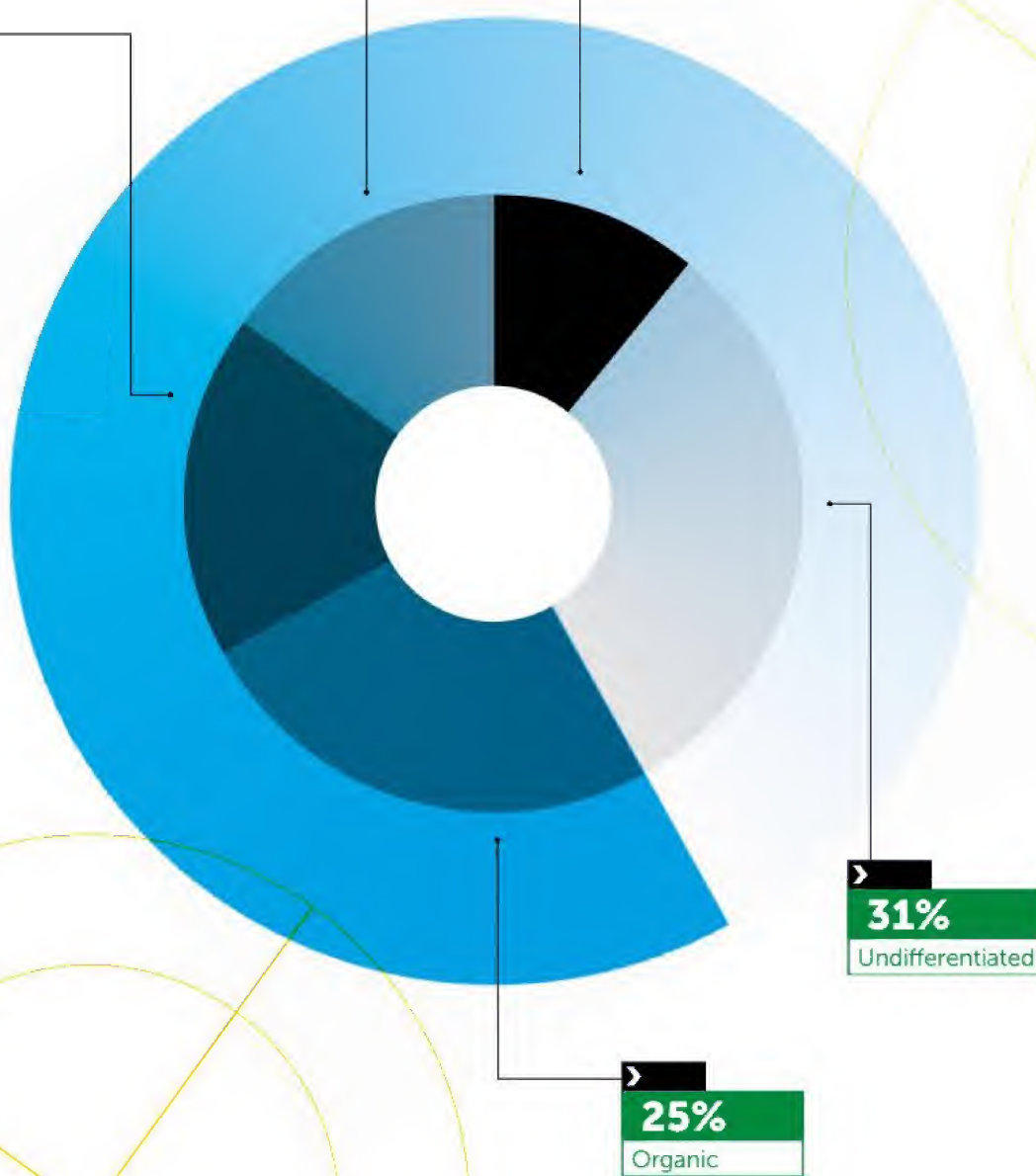


the start of the service, management operations were complete. Sweeping of the outdoor areas was done every day between 6:00 and 9:00. During the hours when the site was open to the public, cleaning of the green spaces and perimeter bodies of water was activated.

RESOURCES	TOTAL
Employees (including coordinators and supervisors)	122
Trash collection vehicles	17
Street-cleaning vehicles	7
Expo site trash bins	3,000 approx.
Pavilions trash bins	1,840 approx.



WASTE COLLECTED



Thanks
Thanks
Thanks
Thanks
Thanks
Thanks
Thanks

KS

KS



MILANO 2015